This label is your guarantee

MYSORE GOVERNMENT



SANDALWOOD OIL

Distilled at Linden, New Jersey, U. S. A., by

W. J. BUSH & CO.

(INCORPORATED)

from selected Mysore heartwood [Santalum Album *Linné*]

NET WEIGHT 25 POUNDS

Genuine Mysore Sandalwood Oil distilled from selected Mysore heartwood is recognized as the standard of quality by leading Perfumers the world over.

The delightful effect imparted by Mysore oil cannot be satisfactorily duplicated by any other perfume material.

Always specify MYSORE Oil and insist on sealed and serially numbered containers.

Sole Agent for the United States
W. J. BUSH & CO., Inc., New York

Sole Agents for Canada
W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

"ye Oldeſte Eſſence Diſtill'rs"

W. J. BUSH & CO.

INCORPORATED

Essential Oils . . Aromatic Chemicals . . Natural Floral Products

NEW YORK, N. Y.

London - Mitcham - Messina - Grasse

ESTABLISHED 1845

BATZOUROFF & Co.

SOFIA, BULGARIA

PURE OTTO OF ROSE

MODERN DISTILLERIES AT :
KARNARE KALOFER
KARLOVO RAHMANLI

SOLE DISTILLERS BY VACUUM PROCESS

EXCLUSIVE AGENTS U. S. AND CANADA :
GEORGE LUEDERS & Co.
427-429 WASHINGTON St., NEW YORK

BRANCHES :
CHICAGO - SAN FRANCISCO
MONTREAL



Published monthly by Robbins Perfumer Company, Inc., 9 E. 38th St., New York, N. Y. Volume 36, No. 2. Subscription rates, payable in advance; United States $3.00 a year; Canada $3.00; Foreign $4.00. Single copies 30c. Entered as second class matter January 14, 1937 at the Post Office at New York, N. Y. under the act of March 3, 1879.



JAVA in 1690! A Dutch ship anchored off the coast. Memorable date! — for the pioneering voyagers brought sample coffee seeds. The seeds were planted and bore fruit. Later, the English repeated the experiment in Jamaica, the French in Martinique, the Portuguese in Brazil in 1774. From these beginnings, coffee acquired world-wide acceptance so that in the United States alone consumption today passes the amazing annual total of 1,750,000,000 pounds.

From insignificant samples, hundreds of modern sales successes have been achieved. Cloaked in lustrous Kimble Glass Vials, products without end are carried into millions of hands —for makers of drugs, perfumes, proprietaries, chemicals, foods, candies, cosmetics — to dealers and markets looking for new packages for edibles or extracts, pills or powders, sauces or serums, laxatives or liniments.

Kimble Glass Vials—thoroughly annealed and strain-free—never fail to catch the eye and fancy of particular buyers. Their pocket-convenience, perfect transparency, and appealing "personality" make them the ideal sampling and packaging container. Their availability for all types of standard and special closures makes them America's No. 1 package choice!

K
KIMBLE GLASS

• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY . . . . VINELAND, N. J.

NEW YORK • • CHICAGO • • PHILADELPHIA • • DETROIT • • BOSTON



in your supplier is an all-important factor when purchasing perfume compounds.

CONFIDENCE IN "D & O"

is attested by the number of nationally advertised perfume products which in a large measure owe their success to odors created by "D & O". These manufacturers know that when they buy from us they get what they specify—on first and on repeat deliveries.

"D & O" PERFUME BASES

are backed up by the reputation and the resources of an organization now completing its 140th year. These products blend harmoniously with the Perfume Specialties of **Fabriques deLaire** and the Natural Flower Oils of **J. Mero & Boyveau.** both of which firms we represent in this country.

WE work with you in strict confidence, reserving formulas for your exclusive use.

D&O
ESTABLISHED IN 1798

DODGE &O

180 VARICK ST., NEW YORK, N. Y.

DISCRIMINATING BUYERS rely on SANDERSON'S MESSINA CITRUS OILS



These oils, famous for high quality and uniformity for over a century, are marketed by W. SANDERSON & SONS (Messina, Sicily—Founded 1817).

LEMON

ORANGE

MANDARIN

BERGAMOT

Prompt deliveries are made from the New York and branch stocks of DODGE & OLCOTT COMPANY, our sole American and Canadian Distributors.

OLCOTT COMPANY

BRANCHES: PHILADELPHIA 503 Arch St. · BOSTON 232 Milk St. · CHICAGO 178 No. Wacker Drive · ST. LOUIS 15 So. 4th St. · LOS ANGELES 923 E. 3rd St.

MORE THAN PERFUME

For many years we have served the cosmetic industry with the best in perfumes. Naturally this experience has acquired for us an intimate understanding of the cosmetic business in all its phases. We have witnessed many successes and many failures and we have made it our duty to study the reasons for these results. We seek to understand the fashions and trends of the day, the whims and preferences of the market. We do not claim to be efficiency experts, sales promotors, or advertising experts, but often our suggestions have been invaluable to manufacturers. Discuss your problems with us. Possibly we can be of help to you.

van Ameringen-Haebler, Inc.
315 Fourth Avenue, New York City

Jasmin "38"

A perfumer's laboratory without Jasmin is like a phonograph without a needle; a beautiful instrument but it can't produce the music. The inimitable fragrance of the Jasmin is an indispensable constituent of fine perfumery.

We should not say *inimitable!*—for the distinctive note of natural jasmin absolute has been imitated with great accuracy in Jasmin "38." At a small fraction of the present high cost of the natural, Jasmin "38" will replace all or a part of the natural jasmin in any formula. This replacement will not affect the beauty of the finished composition, but it will affect the cost.

Jasmin "38" is priced at $3.00 per ounce and $44.00 per pound.

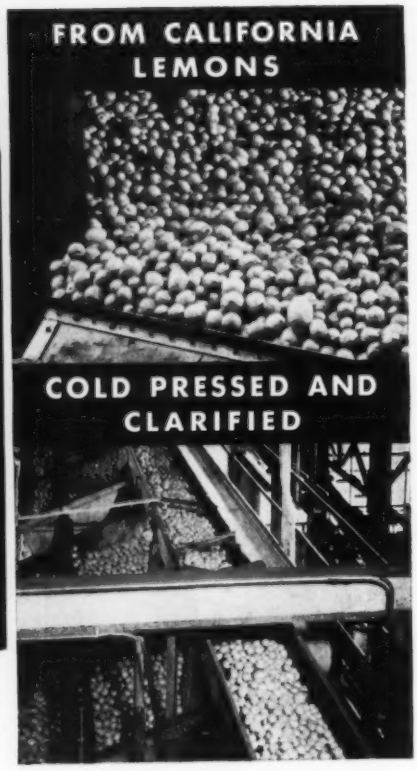
We would be pleased to send a sample at your request.

VAN AMERINGEN-HAEBLER, INC.

315 FOURTH AVE., NEW YORK CITY



A U.S.P. OIL FOR THE AMERICAN TASTE



No wonder it's MORE THAN TWICE AS POPULAR AS ALL OTHER LEMON OILS COMBINED

HIGH quality and right price have made Exchange Brand Oil of Lemon, U. S. P., the unquestioned leader in the United States.

It is made in the world's largest plant devoted exclusively to lemon products. Nowhere else are there the facilities to keep production quality so uniform. Nowhere else has the American taste been so successfully met.

Be sure to specify it by name: Exchange Brand Oil of Lemon, U.S.P. (Clarified).



Sold to the American market exclusively by

DODGE & OLCOTT COMPANY ● **FRITZSCHE BROTHERS, INC.**
180 VARICK STREET, NEW YORK, N.Y. ● 76 NINTH AVENUE, NEW YORK, N. Y.

Distributors for

CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Ontario, California
Producing Plant: EXCHANGE LEMON PRODUCTS COMPANY
Corona, California

Copr., 1936, California Fruit Growers Exchange, Products Dept.

FIRST AID for SELLING

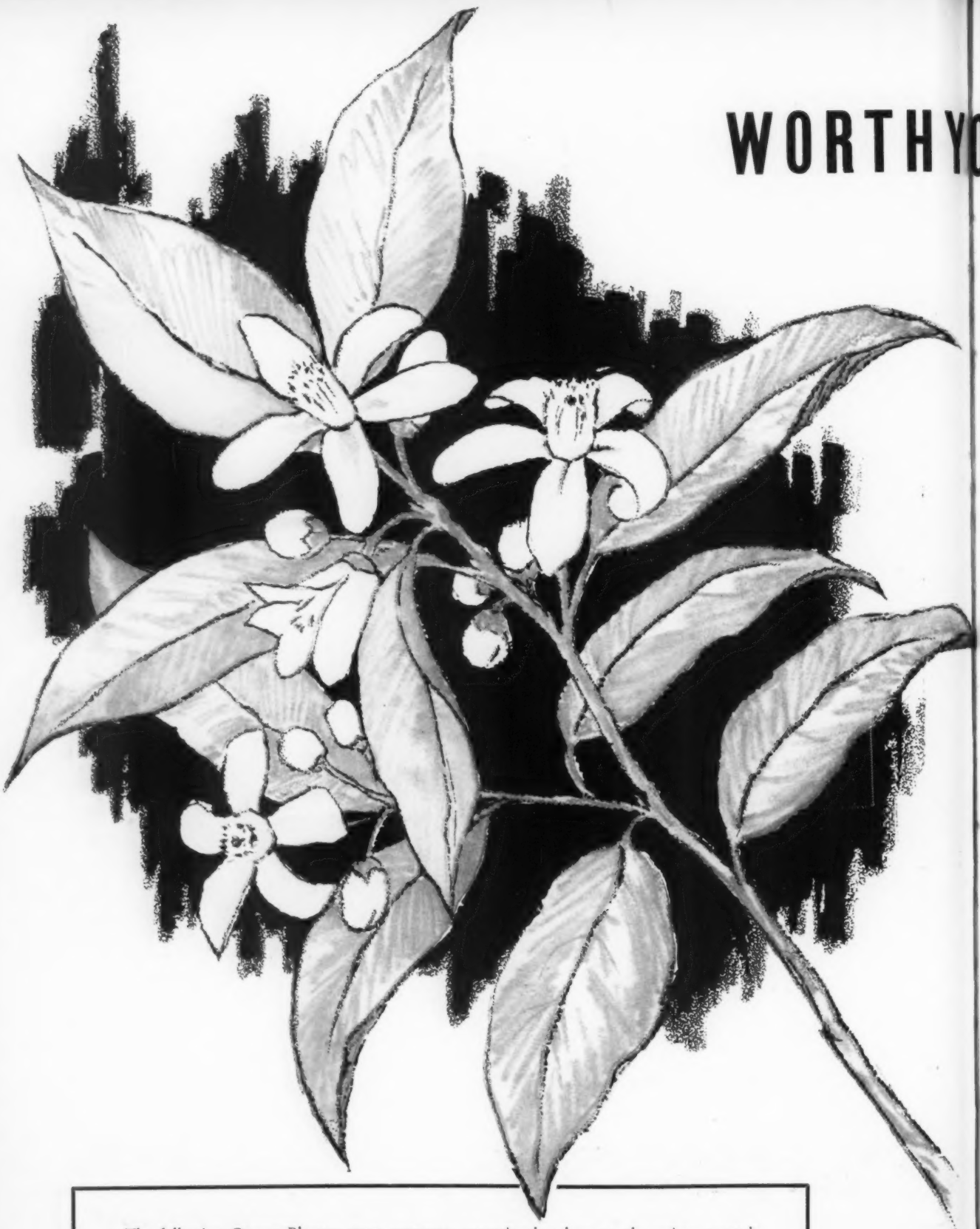
WITH how much more conviction the salesman can present his goods when sure of its unassailable quality and workmanship! As a case in point, one of our own representatives, calling upon a prospective customer not long ago, was asked why it was *he* never spoke disparagingly of his competitors or their products. He replied simply that he did not consider such tactics good selling; furthermore, being thoroughly convinced of the quality and value of his own line, he felt that his and his prospect's interests could best be served by confining their discussion to *its* merits exclusively.

Actually, there is nothing more reassuring to a salesman or more strengthening to his approach than confidence in the superiority of the products he is selling. And nothing provides firmer foundation for such confidence than the knowledge that the best possible raw materials have been used in their manufacture.

FRITZSCHE BROTHERS, INC.



WORTHYOF



The following Orange Blossom types represent exceptional values at the prices quoted:

ORANGE BLOSSOM No. 10 — Orange Blossom with an unusual citrus effect $10.00 per lb.

ORANGE BLOSSOM No. 11 — A light, delicate Orange Blossom..... 4.50 per lb.

ORANGE BLOSSOM No. 12 — Orange Blossom with Heliotrope backing.. 8.00 per lb.

ORANGE BLOSSOM No. 17 — Non-discoloring Orange Blossom ..... 16.00 per lb.

OF THE HIGHEST SKILL....

ORANGE FLOWERS

TERPENELESS

HIT OR MISS selection of materials is not the way experienced perfumers produce successful compositions. They regard them, not as a *challenge* to their skill, but as *worthy* of their skill. In FRITZBRO SYNTHETIC ORANGE FLOWERS TERPENELESS we offer a material worthy of the highest skill.

A strong backing of floral Absolute accounts for this product's remarkable fidelity to the costlier natural French extractions . . . . for its delightful freshness, great strength, persistence and diffusivity. Used in proper proportions and without additional blending or fortification, it is capable of the most subtle and lasting tonalities. More soluble than ordinary synthetics due to the removal of its terpenes, it produces a better, more rounded effect in extracts, toilet waters, lotions, hair preparations and other products where solubility in low proof alcohol is a requisite.

In high grade compounds of floral or oriental character, and in the popular "outdoor" types, the exhilarating "lift" of orange flowers is essential. FRITZBRO SYNTHETIC ORANGE FLOWERS TERPENELESS achieves that effect in a manner satisfying to the most discriminate. Samples of this exquisite, moderately priced synthetic await your request.

"Fragrance Creates Sales Appeal"

FRITZSCHE Brothers, inc.

816 WEST 8TH STREET LOS ANGELES, CAL.
Proprietors of PARFUMERIES de SEILLANS Seillans, France
FRITZSCHE BROTHERS, of Canada, Ltd., 77-79 Jarvis St., Toronto, Canada

PORT AUTHORITY COMMERCE BLDG.
76 NINTH AVENUE, NEW YORK, N. Y.
118 WEST OHIO ST. CHICAGO, ILL.

DUROFIX, F. B.

Makes the Fragrance LAST!

No longer need manufacturers charge loss of sales to loss of frangrance. Now, through the addition of a small percentage of DUROFIX, F. B., the perfume characteristics of their products can be preserved to the very last.

DUROFIX, F. B. is our answer to the problem of perfume fixation in soaps of every type, bath salts, etc. It mixes readily with all essential oils and aromatic chemicals. It will not saponify or hydrolyze, nor will it disturb the product's odor complex or color. Soap chemists will recognise it as the ideal fixative—simple to use, low in cost and highly effective.

Your request will bring sample and further details.



FRITZSCHE BROTHERS, Inc.

Port Authority Commerce Bldg.
76 Ninth Ave., New York, N. Y.

Branches

ATLANTA, GA. 508 Standard Building
BOSTON, MASS. 206 State Street
CHICAGO, ILL. 118 West Ohio Street
COLUMBUS, O. 21 East State Street
KANSAS CITY, MO. 2018 Guinotte Avenue
NEW ORLEANS, LA. 813 Louisiana Building
PHILADELPHIA, PA. 12 South 12th Street
LOS ANGELES, CAL. 816 West 8th Street
SAN FRANCISCO, CAL. 1325 Howard Street

FRITZSCHE BROTHERS OF CANADA, Ltd.
77-79 Jarvis Street, TORONTO, CANADA

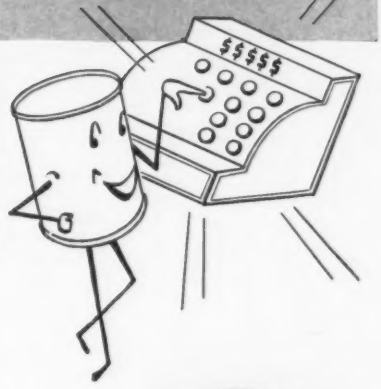
PRODUCTOS FRITZSCHE BROTHERS, S. A.
Mesones 24, MEXICO, D. F.

PARFUMERIES DE SEILLANS, SEILLANS (VAR), FRANCE

HOW *can a container Increase Sales?*



Experience in producing thousands of types of packages, for products of almost every description, has proved that expertly designed packages can help sales. We have accumulated a veritable gold mine of experience and ideas to put at your service.



for instance . . .

EYE-APPEAL HELPS

Take this handsome container. Its poster display is lithographed right on the metal. The sparkling colors and brilliance **keep** bright . . . and **look** the quality of the product. Lithographed metal packages invite display . . . and buying.



SOMETIMES ECONOMY AIDS



This fibre container is a good example of product protection, convenience and eye-appeal at little expense. Entire top is easily removed to insert a spoon, or the scored disc can be punched in for *pouring* the contents. Canco has economical packaging ideas to fit *your* product, too.

CANCO

This page highspots only a few ideas. Call on us, without obligation, and we'll be glad to help *your* product add package-sales-appeal . . . most economically.

MAKE IT EASY TO USE

The top of this fibre and metal container is indented at the tip of the pouring spout so the user can open it easily with a finger nail. Just a little detail from a vast store of package-convenience ideas that help make customers prefer Canco-packaged products.

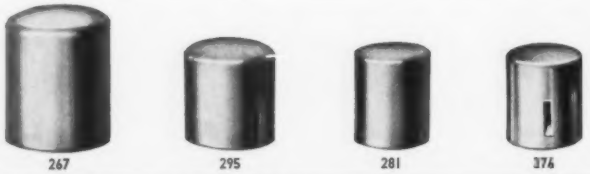
AMERICAN CAN COMPANY

230 PARK AVENUE, NEW YORK, N. Y.

104 SOUTH MICHIGAN AVENUE, CHICAGO 111 SUTTER STREET, SAN FRANCISCO

WORLD'S LARGEST MANUFACTURER OF METAL AND FIBRE CONTAINERS

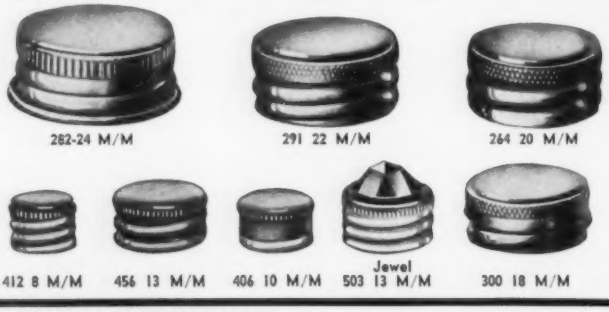
SLIP CAPS



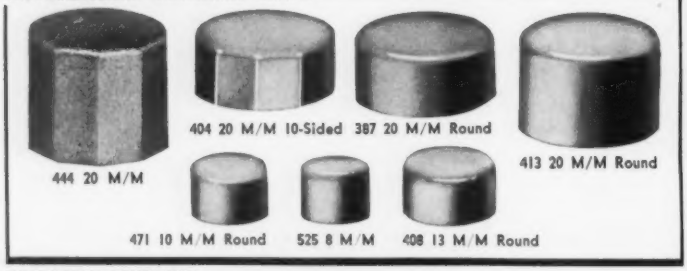
TALCUM CAPS—Plain & Knurled



SCREW CAPS



CONCEALED THREAD CAPS



MISCELLANEOUS



Improve

THE APPEARANCE OF YOUR PACKAGE with an attractive serviceable stock or specially designed

B-G CAP

For perfumes, talcum and tooth powder, bath salts, lotions, etc.

Furnished in a variety of designs in fancy metal—plain brass—aluminum — brass nickel plated —nickel silver — stainless steel . . . Enameled caps, all colors.

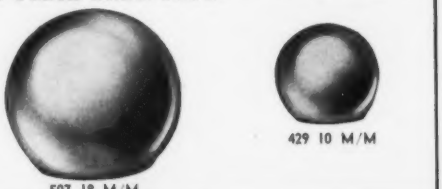
Our "Negative Finish" resists acids, alkalies and alcohol.

Samples and prices on request.

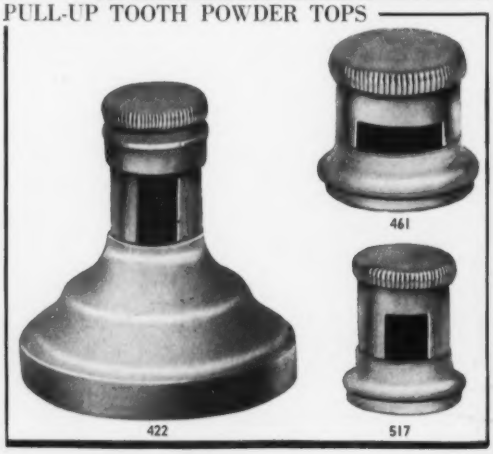
BRASS GOODS

MANUFACTURING CO.
345 ELDERT STREET
BROOKLYN, N. Y.
Phone: Foxcroft 9-3900

TWO PIECE BALL CAPS

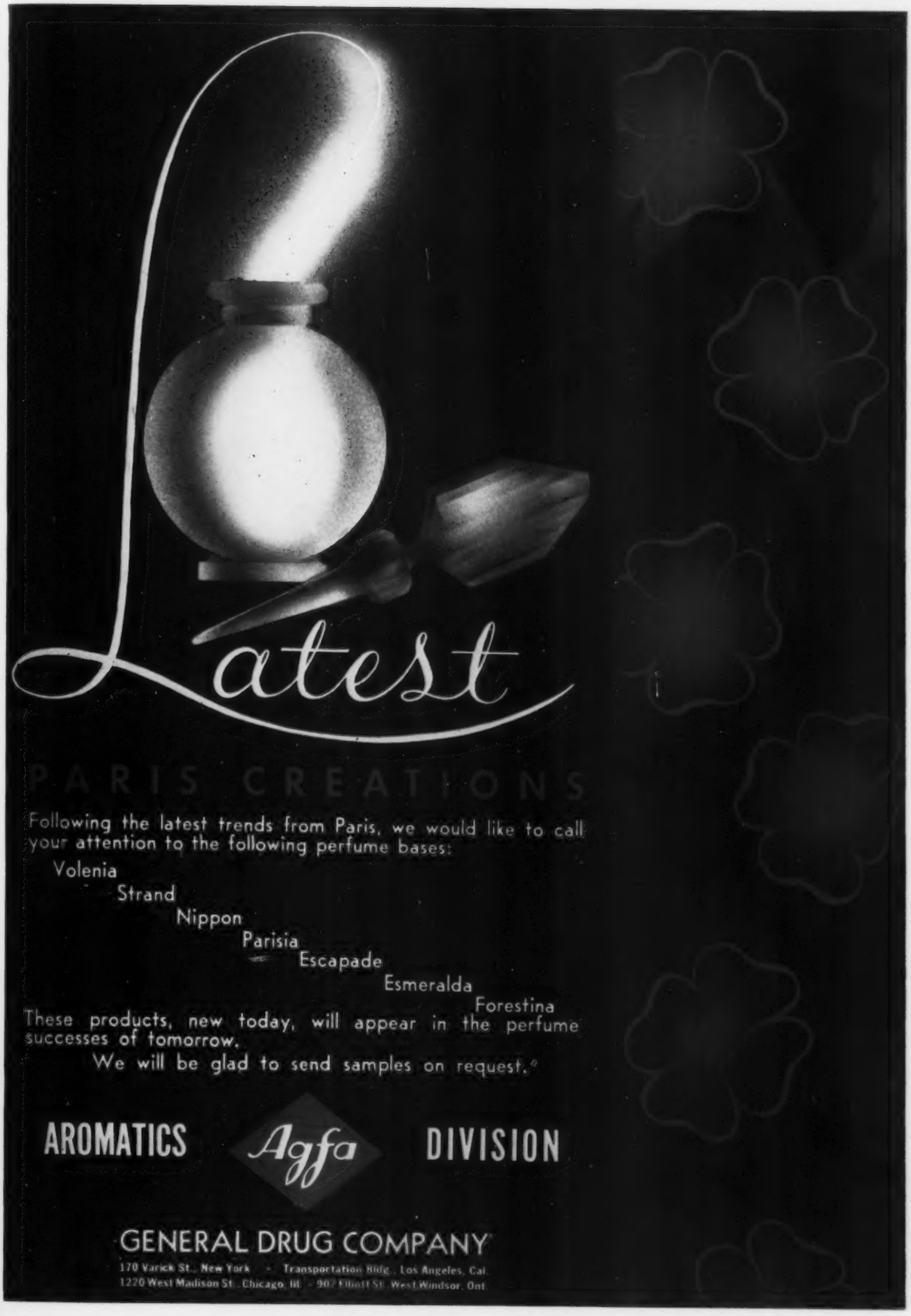


PULL-UP TOOTH POWDER TOPS



CUSTOM DESIGNS IN STAMPED AND DRAWN METAL SPECIALTIES

B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . . Sifter Top Caps, Slip Caps (Round Square, Oval, Slotted).


Latest
PARIS CREATIONS
Following the latest trends from Paris, we would like to call your attention to the following perfume bases:
Volenia
Strand
Nippon
Parisia
Escapade
Esmeralda
Forestina
These products, new today, will appear in the perfume successes of tomorrow.
We will be glad to send samples on request.
AROMATICS
Agfa
DIVISION
GENERAL DRUG COMPANY
170 Varick St., New York · Transportation Bldg., Los Angeles, Cal.
1220 West Madison St., Chicago, Ill. · 907 Elliott St., West Windsor, Ont.

REPEAT OFFER

SO MANY ADVERTISING AND SALES EXECUTIVES OF THE COSMETIC INDUSTRY TOOK ADVANTAGE OF OUR *SPECIAL INTRODUCTORY OFFER* THAT WE AGAIN REPEAT IT—SO OTHERS IN THIS INDUSTRY MAY PROFIT FROM IT TO INCREASE THEIR 1938 SALES.

FOR ONLY $1

you can now get a full year's subscription to Advertising & Selling—a magazine which, in fourteen years, has achieved unquestioned leadership in serving those who create and use advertising.

This special half-price offer is for a limited time only—to introduce you to this practical and educational advertising and sales magazine—which with the January issue became a monthly (instead of fortnightly) publication.

As a monthly it is . . . *giving* a more complete visual presentation of new photographic, printing, engraving and other important mechanics of advertising and selling . . . *encouraging and promoting*, by observation and reproduction, a more careful and intelligent study and use of advertising copy . . . *specializing* on expert interpretation of the many confusing trends in legislation, advertising and sales strategy which affect the job of marketing.

The new monthly Advertising & Selling provides a continuous, lively and adult course of education which will enable you to understand and use all modern tools and developments in advertising to market your cosmetics at a profit.

You save $1 (regular price, $2). *You get* all 12 monthly issues for a year—*plus* the important extra Mid-February "Annual Advertising Awards Number"—a textbook in itself, as it reproduces the best advertising (in text, layout, results) which appeared in 1937.

This offer for a limited time only. Don't delay! Use the coupon today!

A FEW Reader Comments on the January issue: "Tops all magazines dealing with advertising and selling" . . . "An achievement of the first rank" . . . "Fresh, piquant, authentically authoritative" . . . "A typographical and mental feast" . . . "The best single issue of an idea magazine I've ever seen" . . . You'll have all the other publications crying for help" . . . "Maybe sleep is a waste of time, particularly when you can enjoy yourself as completely as I did with your new book."

ADVERTISING & SELLING
9 EAST 38TH STREET, NEW YORK, N. Y.

Please start my subscription immediately for a year to ADVERTISING & SELLING as per your Special $1 Introductory Offer to the cosmetic industry.

☐ $1.00 enclosed. ☐ Will remit $1.00 on receipt of bill.
Foreign postage $1.00 extra yearly.

Name .....

Company ..... *Position* .....

Address ..... *City and State* .....

PERFUMES FOR LIPSTICKS & ROUGES

BY *Felton*

To the manufacturers of lipsticks and creme rouges . . . who have sought but rarely found the perfect combination of delightful odor and pleasant taste . . . . Felton presents

CELADOR #400

This new perfume has been developed especially for lipsticks and creme rouges, and, of course, does not irritate the skin, or affect the brilliance of your most delicate shade. Test its admirable qualities yourself. SEND FOR SAMPLE TODAY!



Manufacturers of Aromatic Chemicals, Natural Derivatives, Perfume Oils, Artificial Flower and Flavor Oils.

FELTON

CHEMICAL COMPANY INC.

603 Johnson Avenue, Brooklyn N. Y.



That is why it is called the self-selling lipstick—why our customers say it is the greatest advance in lipstick manufacture in a decade!

It has a super-lustre (regardless of shade in which it is made) that immediately attracts the women. And this super-lustre retains its bright glow of texture until the last particle is used. It does not dull or "sweat" with age or exposure. Of course, it is highly indelible, velvet-smooth to apply, non-greasy, non-toxic!

As those who trade with us know—Helfrich never makes extravagant or over-enthusiastic claims—so you are urged to write or wire today for samples of this sensational lipstick!

We make private brand cosmetics exclusively. We do not compete with those we serve.

Rouge Compacts • Creme Rouge • Face Powder
Powder Compacts • Eye Shadow • Cosmetique

HELFRICH *LABORATORIES*

HELFRICH LABORATORIES, 564-570 WEST MONROE ST., CHICAGO
HELFRICH LABS. OF N. Y. C., INC. 30-34 WEST 26TH ST., NEW YORK
HELFRICH LABS. OF CANADA, LTD., 690 KING ST., WEST, TORONTO, ONTARIO

CABLE ADDRESS: HELFLABS, NEW YORK
CHICAGO . . . . . TORONTO

BALDWIN & BALDWIN, 819 Santee St., Los Angeles, Calif.
CHARLES H. CURRY, 420 Market St., San Francisco, Calif.

SUNNY SOUTH

Three Fragrances of the Sunny South

➤ SOUTHERN LILAC

➤ MAGNOLIA PARENTO

➤ CLOVER PARENTO

Samples and quotations on request

Compagnie Parento, Inc.

PARENTO ★ PARENTO ★ PARENTO

Executive Offices and Laboratories: CROTON-ON-HUDSON, N. Y.

NEW YORK CHICAGO DETROIT SEATTLE LOS ANGELES SAN FRANCISCO

PORTLAND ORE. COLOMBES FRANCE LONDON, ENGLAND

COMPAGNIE PARENTO LTD., 73 Adelaide Street, W., Toronto, Ontario, Canada



6 Rouge Riddles

They influence sales and profits. Do you know the correct answers?

1. What shaped rouge tablet produces the most uniform texture throughout?

2. What is the common cause of hard shiny lumps forming on the surface of the rouge tablet?

3. Why do some rouges change shade on application?

4. What consumer age group leads in percentage of rouge use?

15 to 19—20 to 29—30 to 39—over 40—.

5. What is the most desirable particle size for rouge, i.e., just how fine should rouge be in texture?

6. What laboratory produces the finest rouge in the world? (You probably know the answer to this one but we'll be glad to check you just to be sure you're right.)

NOTE: *If there's any doubt in your mind as to the correct answers to these rouge riddles, A. E. Mullen will be pleased to give you a detailed report. Just write him at 30 Rockefeller Plaza or call COlumbus 5-6820.*

AMERICAN PERFUMERS' LABORATORIES, INC.

Makers of the World's Finest Cosmetics

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

In Canada: 1015 St. Alexander Street, Montreal, Quebec · Private Brands Exclusively

ROUGE SUPREME · LIPSTICKS APLI · FACE POWDER APLI · MASCARA APLI · EYE SHADOW APLI

COLLAPSIBLE TUBES



A GOOD product in a good tube keeps your dealer's cash register busy. For years our tubes have been carrying successful products to profitable markets. May we help you make your tube-package more effective?

N.B.—And if in the market for METAL CAN SPOUTS for various household products, we are headquarters!

MEMO: Remember Drug, Chemical and Allied Trades Banquet, Waldorf Astoria, Thursday, March 3rd.

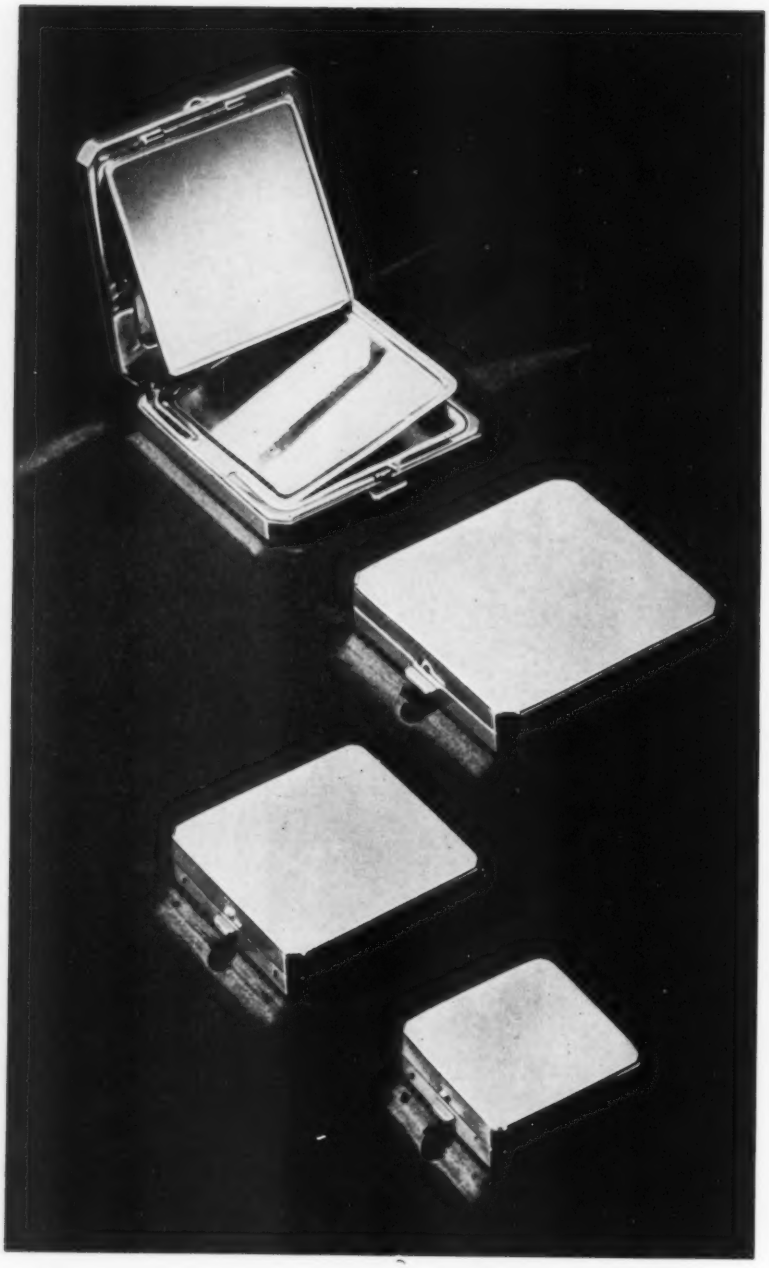
WHITE METAL MANUFACTURING CO.

HOBOKEN, NEW JERSEY

New York Office
F. L. Butz
393 Seventh Ave.

Chicago Office, Charles A. Rindell, Inc., 64 West Randolph St.

Detroit Office
R. M. Stevenson
506 Donovan Bldg.



The
BRIDGEPORT METAL GOODS MFG. CO.
ESTABLISHED 1909

BRIDGEPORT, CONNECTICUT • TEL. BRIDGEPORT 3-3125

VANITY CASES • ROUGE CASES • PASTE ROUGE CONTAINERS
LIPSTICK HOLDERS • EYEBROW PENCIL HOLDERS • BOTTLE CAPS • JAR CAPS



. . . *Why it pays to* RESTYLE YOUR LINE *with these* NEW OSMODOR BASES

No need to have the odors of your products old fashioned or uninteresting when it's so *easy* to restyle them with our new *Osmodor* bases. These semi-finished compounds save you a vast amount of time—yet leave you plenty of chance to get any effect you want in the finished result.

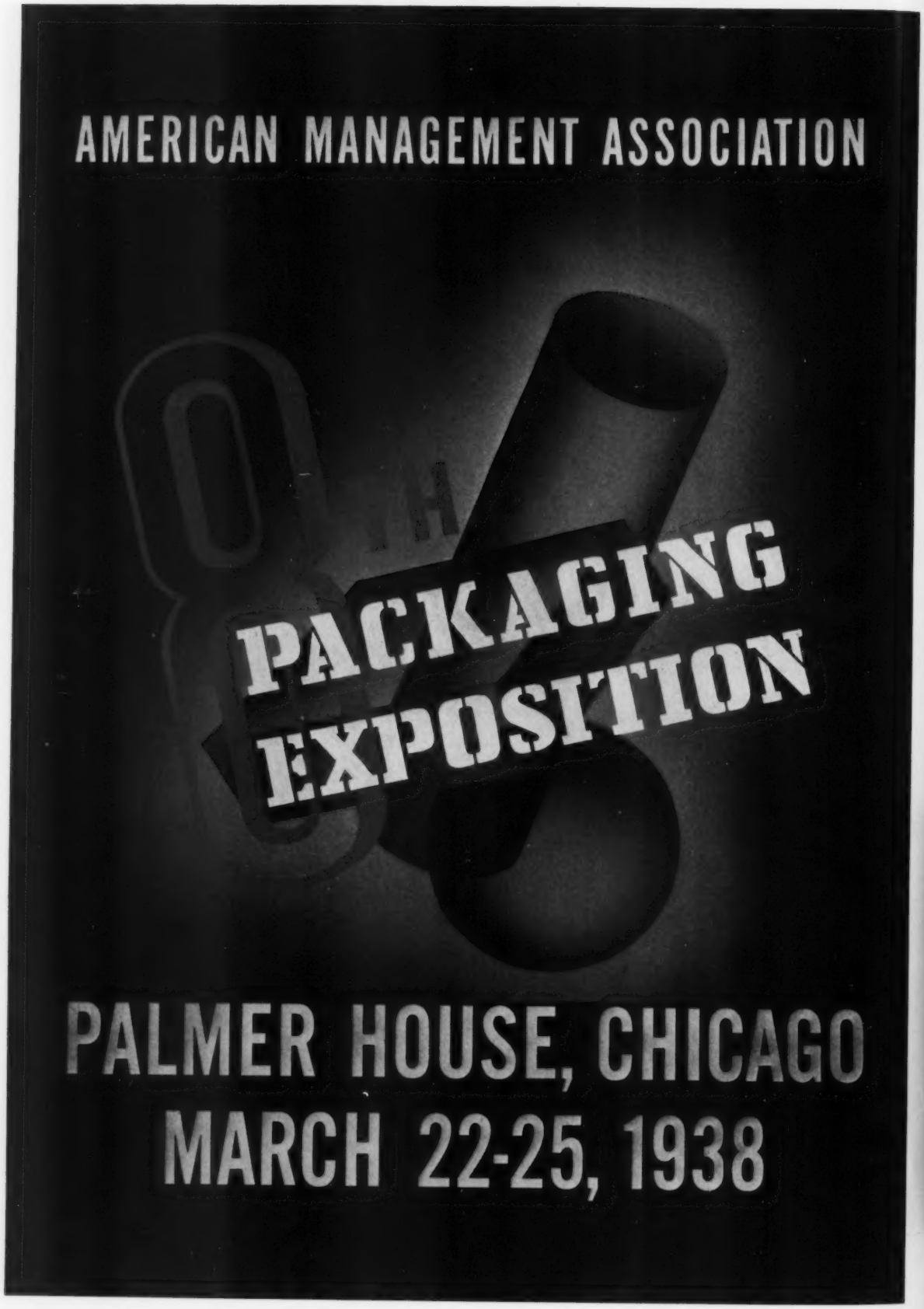
Osmodor bases are made especially for the larger manufacturer of toilet goods. They don't "cramp your style". But they *do* save you valuable time and the expense of so much money tied up in raw material. There are 45 *Osmodor* bases—each with a distinctive note. They cover a wide range from new herbal and moss notes to attractive variations of rose and other floral favorites.

Send today for our descriptive circular. It shows you which of the Osmodor bases serves your purpose best.

SCHIMMEL & CO., INC.

601 West 26th Street **New York City**

BOSTON CHICAGO LOS ANGELES TORONTO


AMERICAN MANAGEMENT ASSOCIATION
PACKAGING
EXPOSITION
PALMER HOUSE, CHICAGO
MARCH 22-25, 1938

★Manufacturers *whose sales and profits depend on* aroma

It Pays to Know



how new materials and ideas in aromatics can put new life into that slow-selling product—*or your entire line.*

Step up sales appeal. Step ahead of competition.

This colorful, interesting book, "Albert Verley, *Aromatics,*" — just off the press — gives you valuable suggestions to enhance the sales appeal of your products, by taking *full advantage* of what the modern science of aromatics can do to give you quick increases in sales and profits.

It is primarily designed for fact-minded manufacturers who are looking for new sales power, passing on to them practical knowledge backed up with years of experience in the importing and producing of natural and synthetic aromatics, the making and perfuming of soap, perfumery of cosmetics, and many related lines.

It is an inspiration to manufacturers who buy aromatics and are not satisfied with the odor of their finished products, or who are looking for an entirely new odor . . . and to manufacturers who wish to give their salesmen some new, *salable* perfume or cosmetic to sell.
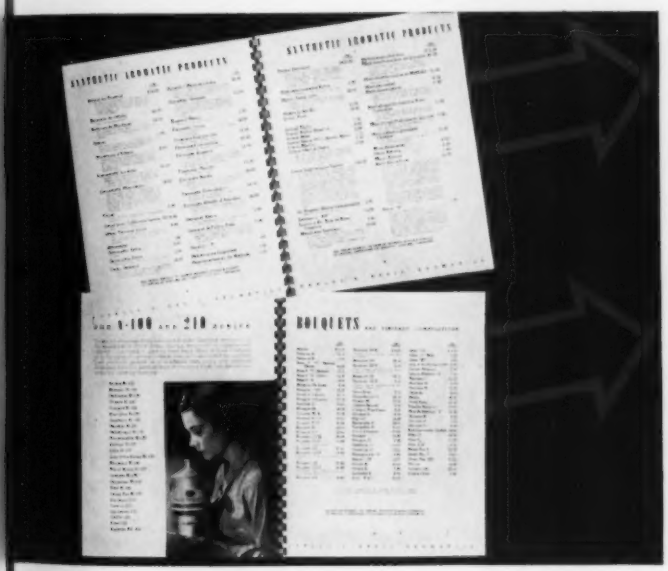


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Previous editions of this detailed, illustrated book have helped others to realize bigger returns on their investment in product development. Now, here is *your* opportunity to lift *your* company above competition.

Says a leading publisher who examined an advance copy: "The catalog we received . . . reaches the high peak in printing art and effectiveness in our industry."

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This book is especially helpful to the perfumer in houses doing their own compounding, because it is a catalog, unduplicated elsewhere, of valuable raw materials, *and their application,* such as:

(1) Synthetic Aromatic Products—Some here announced for the first time—many available only after years of specialized research.
(2) Floral Suggestions, and a digest of the raw materials used in obtaining them.
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(4) Essential Oils and Terpeneless Oils.

In addition, there are special articles and tables of interest and permanent reference value to the perfume chemist:

Table showing changes in specific gravity with temperature variations . . . Constituent elements of a complete perfume . . . The fixation of perfumes . . . The aging of perfumes . . . Stability and instability of certain essential oils and aromatic chemicals in toilet soaps.

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To manufacturers who do not have facilities for doing their own compounding, but buy compounds on the outside, these general subjects are of aid:

(1) Perfumes that have proved themselves and established wide acceptance with the public.
(2) Basic materials which can be added to present compositions to enhance odor value.
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City..... State.....



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● It's the "quality look" of a product packed in an O-I *Sales*package that makes so big a difference in sales! A million times daily, women who are "just shopping" spy a product that looks good to them—and they *buy* it! Will it be *your* product? You can be sure your package will be every inch a *Sales*package—by having O-I experienced designers counsel with you on all details of your containers, closures, labels and cartons. Owens-Illinois Glass Company, Toledo, Ohio. Branch offices in most principal cities.

Utility and beauty are cleverly combined in the new Vogue line. These containers are ideally suited to Brilliantine, Wave Set and Hand Lotion.

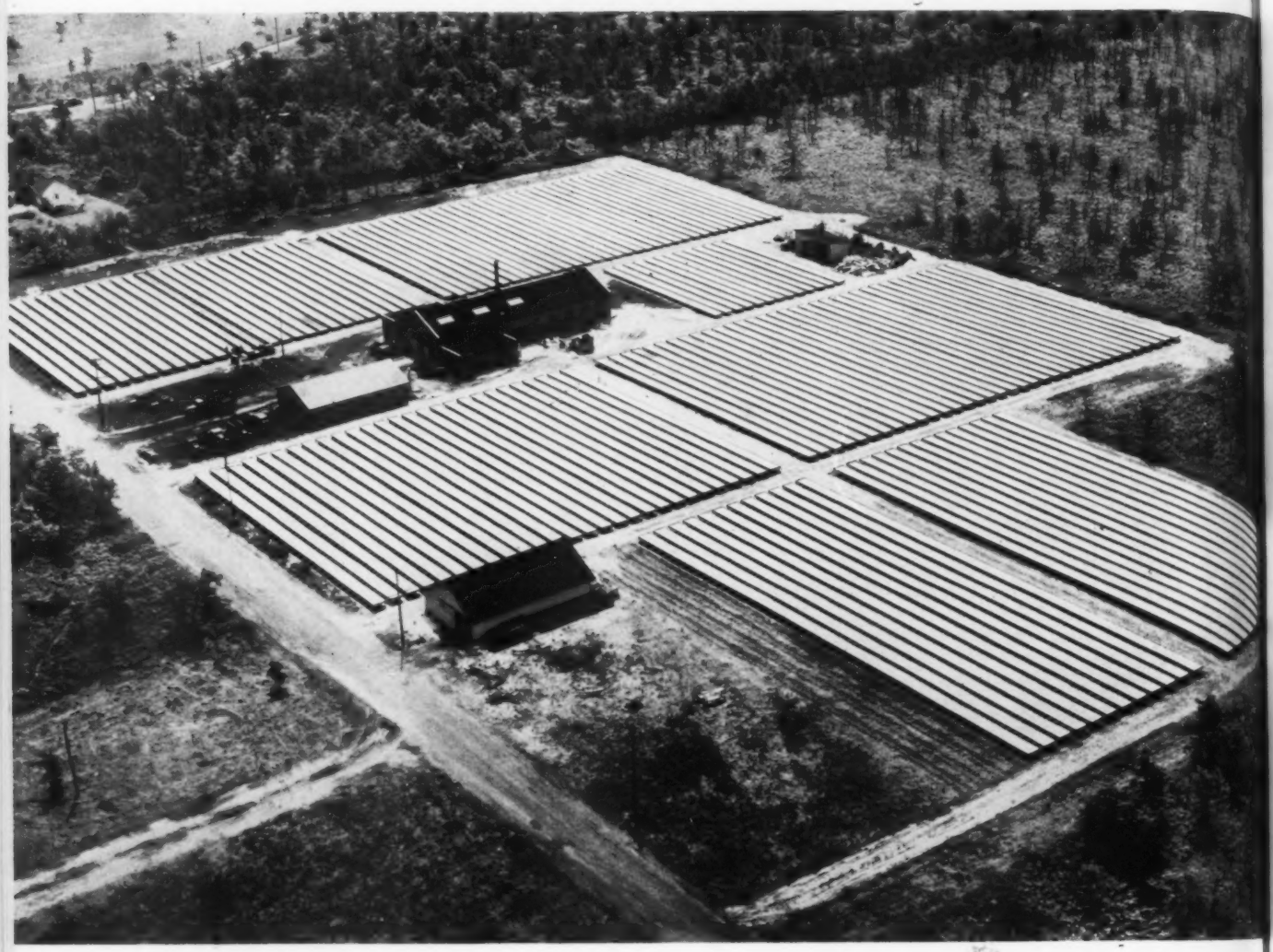
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DU PONT
Aromatics

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This is a photo of our Beeswax plant taken by the **FAIRCHILD AERIAL SURVEYS, INC.** It shows the factory together with the many large bleaching racks, which have a capacity of 100,000 lbs. of beeswax, making this plant the largest of its kind in the world.

The bleaching takes place only during the summer months and it takes approximately four weeks to bleach a batch of beeswax.

Our sun-bleaching method, of which we have over 80 years experience, does not bring the beeswax into contact with any chemicals, either before, during or after the bleaching process. It simply oxidizes the coloring matter of the yellow beeswax completely, without changing the natural properties of the crude beeswax.

This method of bleaching is your guarantee that the finished product will remain the same indefinitely and that it will produce the most stable creams.

We invite you to visit our plant so that we may have the pleasure of showing you around.

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UNIFIX is an odorless, neutral and uniform fixative developed by the Florasynth Laboratories, Inc. Heretofore used exclusively by us, it is now available to the industry.

UNIFIX is the ideal fixative in Perfume, Eau de Cologne and other products as it "holds" or causes your odors to "cling". It renders your finished perfume equal to the finest imported French products.

UNIFIX will enhance and improve your products and create greater customer satisfaction and consumer appeal. It merits your consideration.

UNIFIX is economically priced at $3.00 per pound. We solicit your inquiry for a four ounce trial quantity at $1.00.

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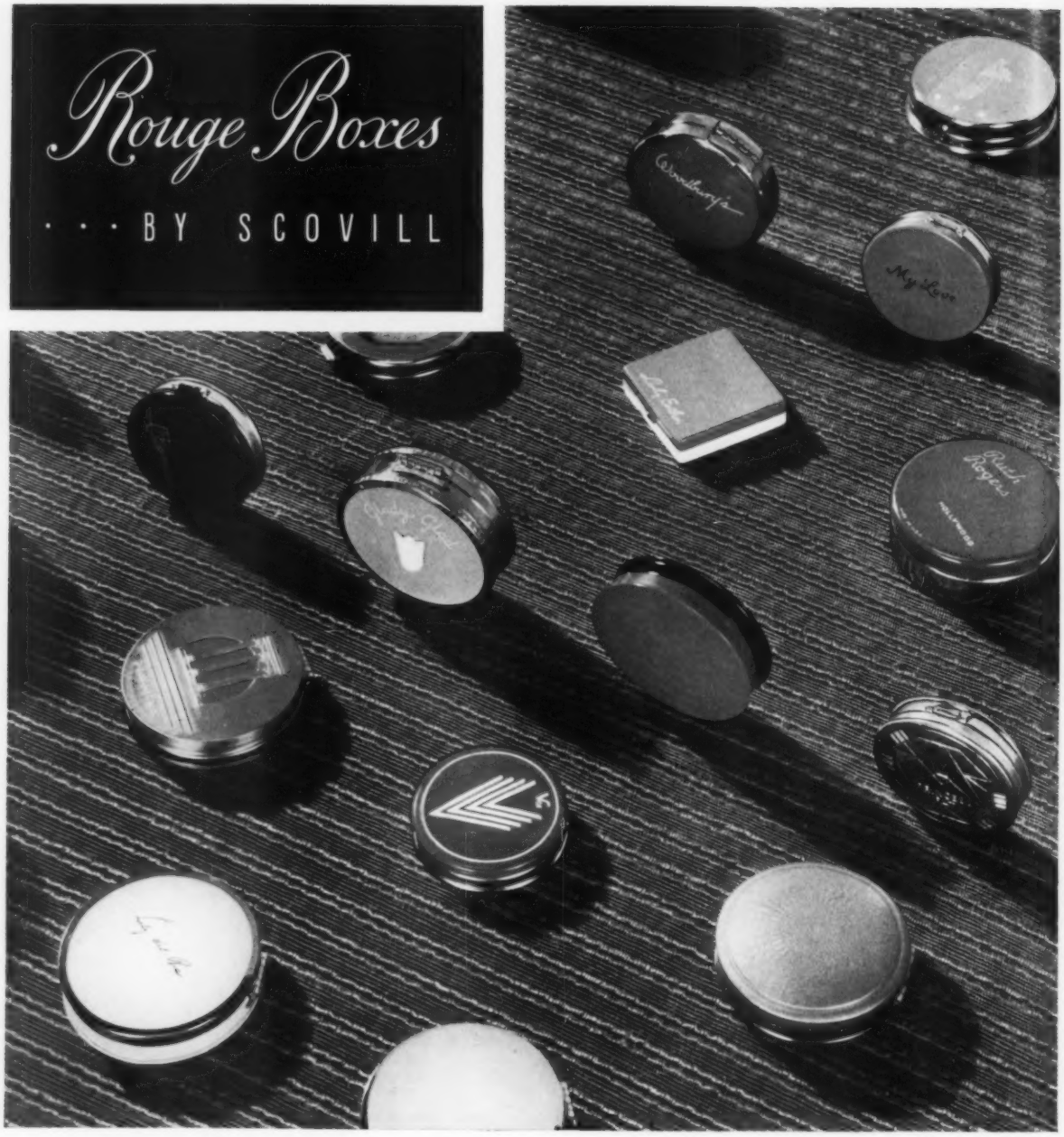
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Rouge Boxes

···BY SCOVILL



Some of the foremost lines in the cosmetic business are represented in the collection of rouge boxes illustrated here. Because Scovill "knows how," these and many other manufacturers turn to Scovill for quantity fabrication of standard and specially designed containers.

If you are interested in rouge boxes—or vanity cases, lipstick containers, closures, mascara boxes or similar containers—why not avail yourself of Scovill's proved manufacturing service? A letter to any Scovill office, outlining your requirements, will bring you complete information.

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THE AMERICAN PERFUMER

COSMETICS · TOILET PREPARATIONS

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MARY LEE GOODMAN, *Assistant Editor*

R. F. ROGERS, *New York Representative* H. J. HOOLE, *Chicago Representative* M. TRAGERMAN, *Art Director*

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Hand Blown Bottles

When making your Easter plans for perfumes and Eau de Colognes, let us show you what Carr-Lowrey has to offer either in stock designs, as are illustrated here, or in ideas and sketches for a private mould bottle.

Illustrated: No. 384—6 oz. (Design Patent D-103495)
No. 368—1/2 and 1 oz. (Design Patent D-107225)

Carr-Lowrey Glass Co.

FACTORY & MAIN OFFICE: BALTIMORE, MD.

NEW YORK OFFICE: 500 Fifth Avenue, Room 1427; Phone: CHickering 4-0592
CHICAGO OFFICE: 1502 Merchandise Mart; Telephone: WHitehall 4326



In which the Publisher comments briefly on some of the important news events of the day and other things

THE POT BOILS—

Congress is snarled in a filibustering exhibition about the lynching bill. Committees are working on proposed tax revision and other stimulating legislation. Business (big) leaders are trooping to confer with the President. Business (little) is also getting in its bit. Trust-busting is being scare-headed into the business world. Mr. Richberg is pouring oil on troubled waters. Round table conversations are in the offing to plan production and to seek levelling out processes wherein industry would agree on policies—while 30 oil men face jail terms for doing just that.

The budget (everybody declares) just must be balanced—and relief rolls are mounting every day, to say nothing of vast sums requested for army and navy.

Utilities are offering to sell to the Government. Railroads are getting on thin ice again—after a period of slight improvement.

The stock market is being re-organized. A. F. of L. and C. I. O. are still exchanging bitter compliments. The Committee of 100 Republicans is searching for answers.

In fact, there is a good deal of pot-boiling.

Wherever the pot refuses to boil, you can smell mischief. Wherever Capitol Hill, White House, Labor and Capital are thinking up one street, we soon find a deadend. But when the heat becomes sufficiently intense to make the pot boil, sizzle, and steam, all forces get into action and out of the fray something of a composite nature is sure to happen with all elements represented.

And such action is good. Usually the results are sound. Much more so, anyway, than when things just slide one way without opposition.

A football contest decides something—a march marathon decides nothing.

Minorities in thoughts, plans, economies, business and policies, of all movements, political or otherwise—minorities are the baking powder in the biscuit. And people can eat them—instead of using them for brick-bats.

In the meantime, the fact that inventories are low is becoming felt. Inquiries are active. Demand is asserting itself. Funny how business will not be denied to those who have the goods—and keep in shape to get theirs.

WHAT THEY READ

This analysis of 500 reader inquiries will interest you.

The editorial staff of the *American Perfumer* receives and answers thousands of inquiries annually from *active* readers. Each day's mail is heavy with these inquiries.

So the other day we took 500 recent inquiries and analyzed them—to see what subjects most interested *American Perfumer* readers.

The 500 inquiries, when assorted, were divided as follows:

Requests for *American Perfumer* Research Bulletins	200
Requests for data on finished products (creams, eye preparations, shampoo and soaps, bath preparations, hair preparations, dentifrices, deodorants, etc.)	98
Requests for data on raw materials	72
Packages and Equipment	70
Legislative and General Information	70
	500

This analysis brings out the fact that our readers are putting emphasis upon the serious side of improved standards of manufacturing, upon excellence of product.

Without this, all selling effort is of the moment only—whereas a fine product when sold stays sold and brings "repeats."

Incidentally, the Research Bulletins prepared by Mr. deNavarre, who conducts DESIDERATA each issue, are clicking with the trade.

BIG vs. SMALL

We all want to sell the big user. We fight for his business. The salesman who could sell the big user was the fair-haired boy.

A large operator once had a scientific study made of his business. He found many surprising things. He found that 60% of his volume was taken by about 10% of his customers. That 10% could make or break him. It scared him.

He also found that the profits on his smaller accounts were considerably higher than the profits on his large outlets—rather surprisingly so. That amazed him.

Further, the big salesman's sales were made on slim profit margins. That shocked him.

Methodically he set to work. He cultivated medium-sized accounts. He went after them. He encouraged the "dub" salesmen. He kept at it for a solid year.

Then he figured it out again. The percentage of volume to smaller accounts had increased — instead of 10% of customers taking 60% of his production, they were taking only 45%. And he made more money.

It took effort, time, and energy—but it paid. The present "recession" period is a most opportune time to cultivate the small trade.

H. J. W.



Parmantheme

A new and truly remarkable synthetic version of the Parma-natural Violet flower note.

The most recent of the Chuit Naef Successes, PARMANTHEME represents the work of a number of years scientific research into the various natural bodies possessing violet odors.

PARMANTHEME embraces all of the most desirable requirements of the ideal Violet basic character. It is non-irritating (*contains no methyl heptine carbonate*), very fresh and tremendously powerful.

It is characteristic of PARMANTHEME that it can be used basically in any type toilet preparation, being particularly effective in lipsticks, creams and perfume extracts.

Additional Data and Quotations on Request

Firmenich + Co., Inc.

135 FIFTH AVE., NEW YORK

CHICAGO OFFICE: 844 NORTH RUSH STREET

Why toilet goods sales go up at Strawbridge & Clothier



by WARNER R. HESTON

Toilet Goods Buyer for Strawbridge & Clothier

Strawbridge & Clothier in conservative Philadelphia, is the only Associated Merchandise Corp. store in that city, and had the distinction of making a 69% increase in holiday sales this year over last . . . Hence we point with pride to this article on the methods and practices in force in this splendid toilet goods department . . . Its success is due in a large measure to the personality and excellent business acumen of Warner R. Heston, who has been a buyer there for 25 years.

FOR years there has been an axiom among manufacturers—"If it sells in Philadelphia, it will sell anywhere." There are several reasons for this mental attitude, and here are some of them:

First, Philadelphia is a very conservative market. It has always been one, and judging from present trends, it will remain one. This is probably an inheritance from the days when the "City of Brotherly Love" had a large Quaker population, whose buying habits were cautious and circumspect, and this habit still persists, hence the methods we employ at Strawbridge & Clothier are consistent with this fact.

Second, there are certain rules that we follow because we understand our customers' point of view. We never use high-pressure salesmanship; never try to switch a customer from a line she asks for to another with which she may or may not be familiar. We give information about new products, or those that may be new to her, cheerfully, tactfully, courteously, and then wait for her to make her own decision as to whether she wishes to purchase the particular product she's just been told about or get the item she intended to buy.

Third, we do not tolerate a customer's being switched by an enterprising or unscrupulous demonstrator or salesperson from an item requested to something else "just as good," and the methods in practice in the toilet goods department of Strawbridge & Clothier are those that are in use in every well organized high class store,—and one of these is that of selling to customers just what they want, when they want it, and at the right price.

Fourth, we believe in helpful salesmanship, too, and by that I mean the kind of salesmanship that renders a real service to the customer and brings her back to the department for further requirements. In every toilet goods department there will occasionally be a customer who asks for a shade of powder, rouge or lip-stick that would be entirely wrong for her to use. A smart salesperson considers it an important part of her job to advise such a customer just what shades will be correct for her, and why her complexion requires these instead of the ones she may have been in the habit of using. This type of selling is good not only for the store, the salesperson and the customer, but it is entirely characteristic of Strawbridge & Clothier. It seems a great pity that this custom is not in



Toilet Goods Department in Strawbridge & Clothier during week of Houbigant Perfume Pageant.

force in every toilet goods department in every store in the land, but there is no question that it is not.

The paramount selling problems in Philadelphia may differ in some respects from those in other cities, but we believe basically that thoughtful, intelligent selling of toilet articles will fit into the curriculum of any store in the country. We have two suburban stores. One is in Ardmore, located on the main line between Philadelphia and Paoli. In this store a more intimate type of salesmanship is required and used. Here, the salespeople know nearly every customer by name, and there is always an air of pleasant friendliness accompanying every transaction. Certainly this kind of salesmanship is good for any store in this kind of location.

Our Jenkintown store is on Old York Road, between Philadelphia and Willow Grove. Both of these stores are located more in the residential section of the towns than in the business sections. They were put there purposely for the convenience and comfort of our customers, and their response to our thoughtfulness has proven to us conclusively that they like to shop in their own neighborhoods when they can be sure of getting the same values they would if they came into the center of the city. Much high-priced merchandise is sold in these two stores, but there is also a volume business done in the moderate priced brackets.

There are no parking problems connected with these outlying districts. All day parking is permissible, though on busy days some difficulty may be experienced in finding a parking place close to either of the stores.

Our main store at Eighth & Market Sts. is a magnificent building of modern architectural design, constructed of Indiana limestone at a cost of many millions of dollars. Here we cater to all classes of the buying public, from the home-maker of moderate means to the wealthiest classes in the city, who frequently and freely buy expensive merchandise.

Our toilet goods business it built on the old but very good policy of having complete stocks, rightly priced. Of course we operate a stock-control system, which we consider invaluable. We find that most manufacturers are acquainted with these facts and cooperate in our efforts to satisfy the needs of the buying public in Philadelphia, of which we number among our customers a goodly share.

Unfortunately, however, there are a few wholesalers who fail to realize that in Philadelphia and at Strawbridge & Clothier's there is a cross-section of practically all types of their own customers, the users of *their* products, and that therefore they should use that kind of yardstick in measuring sales resistance, and gear their promotions accordingly, thus saving themselves and the retailer a lot of grief, and so eliminate the necessity of mark-downs. By and large, however, manufacturers are cooperative to the fullest extent, and only a few of them seem to think their merchandise is of the "holier than thou" variety.

We have learned in a very practical school of experience, that a toilet goods department can not only exist, but put its figures way over the top, without many of the lines which have always been considered indispensable to that end. There are, however, regardless of what some manufacturers may think to the contrary, no items, products or lines, that can be successfully and profitably sold today without intelligent, adequate promotional plans consistently carried out, and adapted for individual stores, since each of these has its own, specific problems with which to cope.

THE NEW FACE POWDERS

How Powder May Be Modernized and Formulation and Manufacturing Technique Simplified. The New Face Powder Bases—What They Are and What They Will Do

by MAISON G. DE NAVARRE and RICHARD J. MAICKI*

COSMETIC manufacturers have far to go to produce a perfect face powder. While perfection has not yet been achieved, two materials resulting from extensive research are now available, and these will do a great deal to modernize and simplify formulation, let alone manufacturing technique.

Probably the greatest advancement to date is the simultaneous precipitation of both face powder and color lake, to give a material that satisfies all the requirements of face powder, with the exception of odor. The other advancement is the discovery that the zinc and magnesium salts of straight chain aliphatic acids having an odd number of carbon atoms possess unusual properties of interest in face powder formulation. The latter are arbitrarily called "face powder bases."

OUTSTANDING ADVANCES IN FACE POWDER MANUFACTURE

1. Precipitated Powders.
2. Color Coating each Powder Particle.
3. Improving the present product by including 5 to 15% powder base.
4. Greater uniformity and homogenity by replacing heterogeneous mixture with precipitated powders.

Leek and his co-workers were finally able to cause a product to precipitate out of solution, which on drying and powdering, had the necessary slip, adhesiveness, opacity and absorption demanded of face powder. Later experiments showed that color could be also precipitated in the same manner. Four basic colors at first, then three variants of each basic color, were produced. The various colors were mixed in different ratios to obtain the shades known on the face powder market. Thus to produce a natural shade, 80% orange was mixed with 15% yellow and 5% brown.

Each Powder Particle is Colored

This mixing operation was later dispensed with, when the soluble colors used in making the three shades above mentioned, were mixed prior to precipitation. The resulting powders required no mixing of basic shades, and possessed an uniform color from one batch to another. This evenly colored face powder is available in bulk quantity, in natural, brunette light and dark and in rachel light and dark shades. Each powder particle is colored. One need only to add perfume to obtain a finished product.

A precipitated product has an advantage over mixtures in that it has greater homogeneity. Particle size and color are carefully and uniformly controlled. Particles do not exceed 10 microns in size, and in many instances agglomerates of this size are readily broken down to smaller pieces by a simple process like spreading of the face powder on the face. This small particle size assures an absence of grit since grittiness based on the bite test is definitely set at 12 microns.

Since homogenity, fineness of particles and uniformity of color have been the three most sought properties in face powder, one can readily see that a precipitated product offering all these in equal degree from one batch to another, is unquestionably the greatest single advance in face powder manufacture to date.

If after adding 10% of a powder base to your regular powder, you notice clearer color tones, greater fluffiness, easier spreading, and better adherance, you will admit that such a material is an advance over ordinary powder materials. That is exactly what the new "Face Powder Bases" really are and do.

Odorless Products of Extra Purity

At first there was some difficulty in producing an odorless product, for those acquainted with the purification of alcohols, aldehydes and acids in the brackets C_7 to C_{18} know that merest traces are sufficient to produce undesirable odors. But today, the suppliers are offering magnesium and zinc undecylates of extra good purity that are practically odorless.

The materials are feathery in their lightness. The color is a rich pure white. Adherance and slip of product is rarely found together, especially in the manner displayed by the *powder base*. They give a lasting *bloom* to the complexion, sometimes called matt effect.

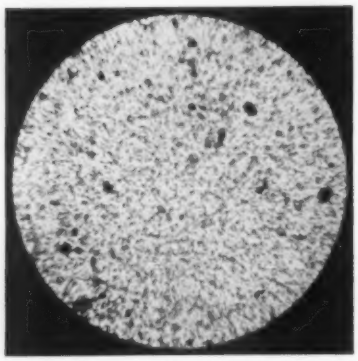
These chemicals have been tested for irritating qualities as well as toxicity. Results show them to be entirely safe from either standpoint.

They can be used to either augment or replace zinc stearate in the formula. Unlike zinc stearate, the *powder bases* have a much greater slip or spreading quality.

* Consulting chemists.

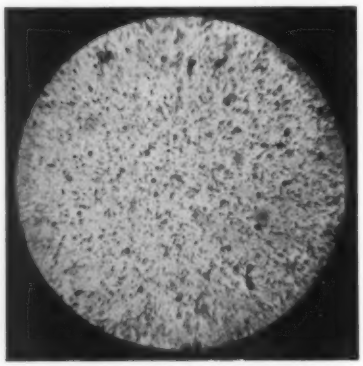
They can be used to either augment or replace zinc stearate in the formula. Unlike zinc stearate, the *powder bases* have a much greater slip or spreading quality.

The *powder bases* unlike the precipitated powder, are intended to im-



Face Powder Without Powder Base

prove one's present formula. While the precipitated powder will do this too, it is much wiser to use this material alone or at least in a much greater amount than the powder bases; for the latter are found to be most useful in amounts from 5 to 15%, depending on the present formula, whereas the addition of this



Face Powder with 10% Powder Base

small amount of a precipitated powder would have but slight effect on the finished powder.

Conclusion

Research in cosmetics is beginning to show results. The most notable advances in face powder manufacture are a) precipitated powders, b) color coating each powder particle, c) improving present product by inclusion of 5 to 15% *powder base*, d) greater uniformity and homogenity by replacing heterogenous mixtures with precipitated powders.

Microphotographs courtesy M. W. Parsons.

TECHNICAL ABSTRACTS

Sun Tan Preventive Powder—Janistyn describes powder to prevent sun-tan, in *Seif. Ztg.*, **64**, *235, 1937*. One formula consists of 10% bismuth oxychloride, 25% talc, 5% zinc Stearate, 15 rice starch, and 55 kolloidal kaolin. Powders simulating sun tan are also described. One oil-powder formula is included.

⚜

Derivatives of citronella — Isolated and synthetic aromatic materials from Java-citronella oil are reviewed by R. Fornet, in *Seif. Ztg.*, **64**, *131, 1937*. Among the substances described are citronellal-dimethyl acetal and citronellal-diethyl acetal; pulegol; iso-pulegol; geranyl formate, acetate, propionate, butyrate, isobutyrate, valerianate, anthranillate, benzoate, methyl ether; citral; citronellyl formate, acetate, propionate, butyrate, isobutyrate, valerianate, benzoate and cinnamate. Short descriptions are given under each derivative.

⚜

Compact Powders—Continuing "Die Kosmetik der Haut", Janistyn reviews the composition of compact powders in *Seif. Ztg.*, **64**, *286, 1937*. This type of powder is divided into two groups, (a) the moulded and (b) the compressed. Several formulas are included.

⚜

Cholesterin—Cholesterin dissolves as follows: 1% in 90% alcohol; 1% in isopropyl alcohol; 2.5% in ethyl acetate; formulas for cholesterin mixtures with stearic acid, cacao butter, white wax, ceresin and the like are also described in *Seif. Ztg.*, **64**, *184, 1937*.

⚜

Wool for Face Powder Ingredient—D. Martin suggests wool as a possible face powder ingredient. Being soft and capable of fine division, along with its ability to be dyed, makes this material just as interesting as a cosmetic material as is silk powder. Powdered wool up to 80% can be used in face powder formulas, according to *Manufacturing Perfumer*, 3, 10, 1938.

Mosquito Bites—Ralph G. Harry describes the formulation of preparations for the treatment and prevention of insect bites in the *Mfg. Chemist, May, 1937, p. 160*. A product intended to stop itch due to mosquito bite consists of: menthol 8 grains, strong ammonia water 2 drams and 90% alcohol to 1 ounce. Formulas for other products are given.

⚜

Glycerite of Starch—Glycerite of starch can be made from 70 grams of wheat starch and a 100 grams of distilled water, to which is added 900 grams of glycerine. Cook until the desired consistence is attained. *G. Cima, Boll. Chim. Farm.*, **75**, *612, 1936*, Through CA.

⚜

Sorbitol — Sorbitol can be substituted for glycerine in cosmetics. It is less hygroscopic and less efflorescent than glycerine. Formulas using sorbitol in hand creams, vanishing cream and other cosmetics are given in *Chemist & Druggist*, **126**, *p. 680, 1937*. (Thru *A. Ph. A. Journal.*)

⚜

Examination of Essential Oils—The absorption in the ultra violet by essential oils is continued in *Les Parfums de France, August, 1937, p. 194*. The data obtained show that the measurement of the absorption in the ultra violet region may be useful in many cases for the examination of the essential oils.

⚜

Make-up—Part II of the series on make-up preparations by S. P. Jannaway, in *P. E. O. R.*, **28**, *p. 316, 1937*, describes the manufacture of cream, paste and compact rouge. A typical basic paste rouge formula contains white petrolatum 75, mineral oil 5, cetyl alcohol 3, white beeswax 7, and paraffin 10. The coloring matter is incorporated into this white base. Formulas for cold cream rouge are given. The raw materials entering into compact rouge manufacture are (a) inert face powder base, (b) binding agent, and (c) coloring agent. These are described in greater detail, along with notes on marketing.

RUSSIA TAPS A NEW VEIN

Develops NEW Essential Oils With Interesting Possibilities—What They Are and Their Properties



© Intourist

by DR. ALEXANDER KATZ*

IT is important to notice that besides the standard essential oils which the Soviet Union produces—and practically uses for its own requirements—it is producing numerous new essential oils having great possibilities in the perfume industry.

I have worked in co-operation with W. Issaieff, who at one time was the Director of the botanical gardens and the essential oil plant of Chadjent. At the present time he is connected with the Leningrad Chemical Combine. He has pioneered many new essential oils at the Chadjent plant.

I want to mention that the essential oils which were obtained by live steam distillation and in some cases by extraction and rectification. These essential oils were produced by the Essential Oil and Chemical plant of Chadjent and also in Southern Kirgiz and Asht Pendjikent districts.

Oil Juniperus Polycarpos, which is known in the native language as "*Archi*": By distillation the yield was about 0.75%. This oil has a very remarkable odor reminiscent of carrot oil distilled in France, but somewhat sweeter in aroma and has more fixative qualities than the carrot oil.

The physical properties of this oil are as follows:

Specific Gravity	d_{15}°	= 0.8460
Optical Rotation	a_D	= +29° 43′
Acid Number		= traces
Ester Number		= 2.3
Aldehyde & Ketones Content		= 3%
Phenol Content		= 9.5%

The most remarkable thing about this oil is that it blends very well with pineneedle oil, making the odor reminiscent of fresh pineneedle cones. It has also great possibilities in perfuming soaps.

Oil Juglans Fallax Dode, obtained by distillation from the leaves of a nut tree, in the spring. The yield is 0.02%. The physical properties of this oil are as follows:

Specific Gravity	d_{15}°	= 0.907
Acid Number		= 4.2
Ester Number		= 23.4

The odor is very balsamic and very fine. It is useful in the perfuming of cosmetics and pomades.

Oil Glycyrrhiza Uralensis Fisch: This oil was obtained by petroleum ether extraction from a distillate, with a small yield of 0.005%. It is a dark colored product with a strong odor and taste of licorice. It is useful in medicinal and flavor preparations, also as a flavoring medium for tooth pastes and tooth powders in conjunction with thymol and menthol; also as flavoring in the tobacco industry.

Oil Hypercium Perforatum L.: the oil obtained by distillation with a yield of 0.08%, with a fine odor value. The physical properties of this oil are as follows:

Specific Gravity	d_{15}°	= 0.8726
Optical Rotation	a_D	= 1,489
Acid Number		= 0.6
Ester Number		= 10.6
Aldehyde & Ketones Content		= 8.5
Phenol Content		3%
Begins to boil at		158°

Oil Salvia Spinosa L.: This oil, prepared by distillation, gives a yield of 0.03%. Has a very fine balsamic odor and is a cross between clary sage, patchouli and vetivert. It has a specific gravity of 1.0177, therefore, it is very useful as a fixative in

* Florasynth Laboratories.

fine perfumes of the oriental type.

Oil Perovski a Scrophulariaefoloa Bge.: The leaves of the plant contain the important aromatic constituents. Upon distillation of the leaves the yield ranges from 0.2% to 0.5%. The crude oil changes quickly on standing, however. The rectified oil has been found of use in the soap industry. The physical properties of the rectified oil are as follows:

Specific Gravity	$d_{15}°$	= 0.8775
Optical Rotation	a_D	= 9° 01′
Acid Number		= 0.25
Ester Number		= 7.4
Ester Number after Acidulation		= 25.0
Begins to boil at		142°
Aldehyde Content Determination (bisulphite method)		3%
Phenol Content		6%

The rectified oil when subjected to saponification with 10% sodium hydroxide in alcoholic solution, improves materially the quality of the product. The oil treated this way, yields a colorless product having an odor suggestive of lavender and rosemary. This makes it very suitable for utilization in eau de cologne type odors. About 20% of the fraction of this oil has a distinct odor of linalool. *Pervoskia Scrophulariaefolia Bge,* grows wild in middle Asia, and upon distillation gives a good yield. There is a considerable future and importance attached to this product in the Soviet Union.

Oil Origanum Vulgare L.: this is distilled from botanicals found in Tadjikstan and Kirgize. The yield of the oil is approximately 0.05%. The physical properties of the product are as follows:

Specific Gravity	$d_{15}°$	= 0.9109
Optical Rotation	a_D	= —1071′
Begins to boil at		138°
Acid Number		= 1.5
Ester Number		= 3.8
Aldehydes and Ketones (bisulphite method)		4%
Phenol Content		35%

Although the optical rotation is different from the regular Origanum Oil, the product after rectification with live steam, gives a very fine oil suitable for perfuming of low priced toilet waters and soaps. In odor value the oil is fully competitive with the finest Spanish essential oil.

Oil Lachnophyllum Gossypinum Bge.: The yield of production of this oil ranges from 0.12% to 0.3%. The distillate is dark greenish-brown in color and congeals at —2.7° C. into a crystalline mass in the form of long needles. It boils at 165°. The oil after rectification with live steam and by allowing 50% residue to remain in the still yields a product with the following physical properties:

	Regular Oil	Rectified Oil
Specific Gravity $d_{15}°$	= 0.9894	0.8959
Optical Rotation a_D	= —0° 54′	—18° 825′
Acid Number	= 4.0	3.9
Ester Number	= 237.5	64.3
Aldehyde & Ketone Content	= 4%	4%
Phenol Content	= 7.5%	1.6%

On treating the rectified oil with a 10% solution of sodium hydroxide about 35% of the oil dissolved in this solution gives an entirely different note to the product. After being treated with water, the oil is again treated with a 10% alcoholic solution of potassium hydroxide and with zinc dust for 24 hours. After this, the resultant oil is dark in color having a very fine penetrating odor of apricots, (similar to Undecalactone). The oil after purification is sold under the trade name of "Lachnol" and is useful in the preparation of oriental type odors.

Oriental Type Perfumes

There are two oriental type perfumes and toilet waters made in the Tadjikastan plant. One is known as "Lachnai" and the other as "Bouquet Tadjikiastan" in which "Lachnol" is predominant.

Oil Pulicaria Salviaefolia Bge. yield from 0.15% to 0.2%. The physical properties of this oil are as follows:

Specific Gravity	$d_{15}°$	= 0.8974
Optical Rotation	a_D	= +18.52′
Acid Number		= 2
Ester Number		= 22.9
Aldehyde & Ketones (bisulphite method)		= 2%
Phenol Content		= 1%

The raw oil is not very pleasant in odor. However, by treating with a 10% alcoholic solution of sodium hydroxide with zinc dust, the treated oil has a very pleasant note and is useful in bouquet creations.

Oil Artemisia Scopariiformis M. Pop.: This plant is grown wild in substantial quantities, near Chadjent, and also in other parts of the same region. The plant upon distillation gives a yield from 0.08% to 1%. The odor is very pleasant and balsamic. The physical properties of the distilled oil are as follows:

Specific Gravity	$d_{15}°$	= 0.8756
Optical Rotation	a_D	= +3° 01′
Acid Number		= 0.2
Ester Number		= 7.4
Aldehyde & Ketones Content		= 3%
Phenol Content		= 1.5%

Oil Artemisia Arenaria D. C. is derived from the plant which is grown in large quantities near Nauski District. The yield is from 0.09% to 1.10%. The odor, after rectification, is somewhat a cross between wormwood and oak moss. The physical properties of the rectified oil are as follows:

Specific Gravity	$d_{15}°$	= 0.8619
Optical Rotation	a_D	= +3° 01′
Acid Number		= 0.3
Ester Number		= 33.0
Aldehyde & Ketone Content		= 2%
Phenol Content		= 2%

Having a strong balsamic odor and being inexpensive, the oil is useful in the perfuming of soaps.

Oil Artemisia Maritima L.: this plant grows very freely in middle Asia. The yield of the oil is from 0.15% to 0.75%. The great variation in yield is accounted for by variations of the plant. The physical properties of the rectified oil are as follows:

Specific Gravity	$d_{15}°$	= 0.8683
Optical Rotation	a_D	= 2° 54′
Acid Number		= 4.4
Ester Number		= 23.0
Aldehyde & Ketone Content		= 5%
Phenol Content		= 5%

This oil was tested particularly for its effectiveness as a prophylactic agent against mosquitos and when diluted 10% in cotton seed or sesame oil, showed results better than any other essential oil tested for the same purpose.

Oil Artemisina Annua L.: this oil was distilled near Chadjent as it is grown in the vicinity of that city. The yield is from 0.06% to 0.09%, and after rectification of the oil the physical properties of the oil are as follows:

Specific Gravity	$d_{15}°$	= 0.8254
Optical Rotation	a_D	= —5° 2′
Acid Number		= 0.9
Ester Number		= 10.30
Aldehyde & Ketone Content		= 3%

Having a characteristic odor of its own with very pleasant after note, the oil is used in the perfuming of toilet soaps.

TOILETRIES IN SO. AFRICA

There is a very good market in the Union of South Africa for toiletries and American manufacturers are already well represented on such lines. South Africa is largely a price market and is highly competitive particularly for toilet articles.



New TOILET GOODS *Review*

Wooden Caps For Bottles

Wood is becoming increasingly popular in toilet goods containers, and Parfums Weil has utilized this product with very striking effect. The tall cap on the new Noir eau de cologne and toilet water bottles is made of wood and painted and varnished in black. It screws onto the container, which is of brilliant jet black glass. The label, like the Noir perfume package, is blue with white lettering.



Make-Up Box

For the woman who is meticulously careful that her make-up accurately blends in with the color of her clothes, Elizabeth Arden has just introduced a white plastic make-up box consisting of four shades of cream rouge and five shades of eye shadow. This avoids the necessity for having many little boxes on the dressing table and encourages the use of more colors.

Valentine Packages

Every holiday season may be capitalized by manufacturers of toilet preparations by offering gift-wrapped and special holiday merchandise. The question of left-over packages, however, is always a matter of careful consideration, and several manufacturers have met this problem in a satisfactory fashion. Parfums Charbert uses its dram perfume bottle in a heart-shaped red cardboard box which can easily be discarded after the holiday. D'Orsay Sales Corp. has adopted gay and effectively designed paper wrappers, with proper holiday inscription, which may later be removed for regular sales. Mary Chess Inc. is featuring its violet sachets as an appropriate gift for Valentine's Day. These sachets come in peach satin heart-shaped bags tied with ribbon and a cluster of glass flowers, in which is hidden a tiny vial of perfume. Prince Matachabelli is offering its regular one dram crown containers in tiny heart-shaped suede bags to be carried in the purse.



PACKAGING THE TEN CENT



How to Get Chain Stores to Help Put Over Your Line . . . Packages that Make the Grade and Why . . . Points on Designing Them

by RUTH HOOPER LARISSON*

WHEN you walk down the aisle of the chain store it all looks so ridiculously simple. The machinery on the surface purrs along with casual precision. But it is really extremely scientific and far more complicated than one has any idea because the ten cent store uses the most highly mechanized selling methods which are known in merchandising today. The complications are all behind the scenes. By the trial and error system through years of experience they are in a position to actually know the *how*, *why* and *what* of cosmetic selling. So don't overlook that backstage machinery. Get in touch with it if you want to retail through the chain store.

First Step—Consult the Buyer

Before you start the first step of your package sit down with the buyer for the chain through which you want to operate (or the several buyers of the various chains you are interested in) and discuss it fully and frankly. They will guide you through a hundred difficulties of which you are not even aware, and have a sound reason for every bit of advice given you. The experience of the chains (frequently stretching from coast to coast) is at your disposal. There is no one else who can give such authoritative advice.

And yet manufacturers still butt their heads against the wall. They still develop products and packages without consulting buyers and bring in their finished job for sale. Chain store buyers are no longer buyers in the limited sense of that word. They work with manufacturers to develop packages suitable for their outlets. They actually render the manufacturer a service and save him countless dollars and countless headaches if he goes about his job this way.

Packages Which Make the Grade

In the photographs you'll find a group of packages selected rather casually but every one of them with some particularly good point.

Bath and Body Preparations: Bouton's Perfumed Deodorant Talcum: a generous, nicely proportioned fibre can, metal top and base, slip cap; highly glazed paper label. A most attractive package.

Zipp Depilatory Cream: a carton for the tube, attractively designed, authoritative looking. Direction folder and applicator enclosed.

Odorono Ice; in a chubby opal jar with black plastic closure. The label of light weight board has a hole which fits the neck of the jar. Pleasant looking and businesslike. A base label carries directions.

Dew Deodorant: an agreeable bottle with cap suited in shape and proportion. Applicator stopper gives additional functional appeal.

X-Cream: a fresh well designed carton, attractive tin container and a folder. Directions and uses on the base of the can and a paper covering the top of the product carries additional use directions. Very good.

Soaps: James Kirk packs Cologne Bouquet toilet soap in an exceptionally well planned wrap, highly glazed. This high glazing of wraps, cartons, labels, etc. helps tremendously to keep them fresh and clean as well as adding eye appeal.

Laco Castile Soap uses the convential silver paper wrap with a transparent window in the wrap.

Oral Products: Pepsodent Tooth Paste: a most alluring package when stacked.

Dr. Lyons Mouth Wash: entire package wrapped with cellophane. People like to feel they have a package which is fresh—unopened and unhandled by anyone else.

Pebecco Tooth Powder: pleasant design and comfortable to handle. The click cap opening is a big advantage.

For the Hair: Drene Shampoo, a well done folder in the attractive carton.

Kreml Shampoo: Bottle carries certain authority. A typically, though somewhat diluted foreign looking package. A good folder tells the Kreml story quickly and efficiently.

Blondex: carton is cellophane wrapped and contains a folder, envelop of Blondex shampoo and envelop of Blondex Golden Rinse. Directions in full detail.

Venida Oil Shampoo: a flask shaped bottle with carton shell instead of label. A folder inserted between bottle and shell. This method of packaging could be called a semi-carton and is very good for bottles.

Another variation of shampoo packaging is LeSager Egg Shampoo in cake form.

Jo-Cur Wave Set: a large square, well proportioned bottle with a wide neck to dip the comb in the bottle adds to its functional efficiency. Directions are clear, concise and easy to read.

Perfumes for a Dime: One grows lyrical over the perfume packages in the chain stores. Mischief in a racy oval bottle with a very tall red stopper.

Cashmere Bouquet, which has served several generations, in a restrained but lovely little bottle nicely shaped and capped in polished brass.

Laverne's Old Lavender is in a round, vertical bottle

* Cosmetic Consultant and Package Designer.

PRODUCT

with polished brass cap in the shape of a crown. The label is in the usual lavender tradition.

Ronni has a series of floral perfumes in cartons decorated with the flower of each odor. The significant point is the care and neatness of the packing of the bottle. A nice folder is carefully wrapped lengthwise around the bottle which is itself wrapped in tissue paper. A well designed and decorated bottle and a long narrow typically perfume label in black and gold complete the package.

Gift Combinations: This past Christmas saw a gay and impressive array of gift combinations on the chain store counter which seem to have found ready sales. Loveland's Bath Crystal set is but one example of this type of package and sold for 25c. Its nicely assembled, no waste space, colorful. It will soon be time to think these over carefully and prepare for next Christmas.

Few Family Groups in Chain Stores

There are relatively few family groups of products in the dime stores. Because of this it is necessary for each package to depend upon its own eye appeal and not merely lean on the support of some other product in the same line. Although the same manufacturer may make several products they will not be displayed side by side. Each one will be found in the space reserved for that type of product. Tooth powder and mouth wash are an example of this. Their displays may be in adjacent groups but family resemblance is important only if the customer's memory recalls familiarity with the same package on other products either in the chain store or in larger sizes elsewhere.

A good cream product in the dime store will not sell a lipstick from the same line. There is far more independent selection of products in this type of merchandising than in the department store or even in the drug store. And incidently since each product must stand upon its own sales appeal the chain store counter is a brilliant test of the public's reactions in general to each cosmetic product.

Design the Package With the Counter in Mind

Dummy up not just one small size package but a number of them. Stack them or arrange them together in a typical display such as you find at the counter. Study them critically. A package as a single unit may be most attractive. It may have eye appeal, good colors, and attention value. But when you get it grouped in multiples of itself it may fall down on every one of these points. So remember that when you prepare a single package you are really preparing a unit of several of that package and it is the entire group which constitutes the sales appeal to the pub-



10c PACKAGES ENJOYING MARKED SUCCESS

1. Preparations for the bath and body in various types of packages.
2. Concise directions for use of hair preparations must be included.
3. Toilet soaps wrapped in fancy papers are striking and effective.
4. Cellophane wraps and cartons denote cleanliness.
5. Even 10c perfumes must be packaged with eye appeal.
6. Gift packages for the chain store must be attractively assembled.

lic and not the single package which will be purchased.

If you intend to use a miniature of a package already on the market you may find it wise to make certain adjustments in the shape, proportions, color, or design in order to get the full value of eye appeal at the counter.

Make a Test Counter—What It Will Show

Set up in your own office a replica counter top (same height and dimensions, etc.) as those in the syndicate store through which you intend to distribute your product. Buy up the counter full of goods at the store, charting the layout and place the merchandise in your own test counter. Now place your set of dummies in their logical position in one of the areas and study the counter as a whole. Test it on plenty of other people and don't select your friends only.

Check it from every point of view. Perhaps your color scheme is so out of character with every other color scheme that it creates discord. That would be too bad. Don't try to make your package scream at people. Customers can turn their backs on it too easily. Make it strong and yet harmonious with its competitors. By studying the competing products you have the advantage of seeing where you can make improvements in your packages which they do not have.

Better still, test out several different sets of dummies, each one different but all satisfactory to you otherwise. In this way you will get somewhere. It is always cheaper, wiser and better to make your tests in this manner than to wait until your product is actually on the chain store counter and not moving. The fact is that it will all move at once—back to your warehouse and you'll be just where you started from, only with less pennies in your jeans and a lot of wasted time on your hands not to speak of the harm it can do you with the public.

Succeeding articles will discuss "Do's and Don'ts" of package designing; methods for utilizing stock containers and new uses for packaging materials.

STARCH AS A SOAP FILLER

by PAUL I. SMITH

STARCH has been used as a filler for low priced toilet soaps for a number of years and in Germany, where fat consumption has been cut down to a minimum, considerable impetus has been given to the study of cheap and readily accessible fillers, such as potato starch.

Soap Not Affected By Adding Starch

Hans Nitscke, writing in *Seifensieder-Zeitung*, 62, 840-1, (1935) says that up to 15% of starch can be added to the soap without noticeably affecting either appearances or lathering properties. Apparently liquid soap, soap powder and bar soap can be successfully filled with starch up to 20%, although 10% gives the best and safest results. According to Karl Braum, *Seifen,-Oel-and Fett-Ind.*, 21, 62-3 (1935) a good curd soap may be made by mixing 80 parts of hot soap stock with 10 parts of industrial starch and 10 parts of a potassium chloride solution of 12-13 deg. Be.

Starch Improves Lathering Qualities

Apart from the obvious substitution of cheap starch for more expensive fats, it is claimed with some justification that starch improves the lathering properties of soap and leaves the skin smooth after washing. For this reason it is not infrequently added to shaving soaps and creams. A continental formula for a soap powder includes starch.

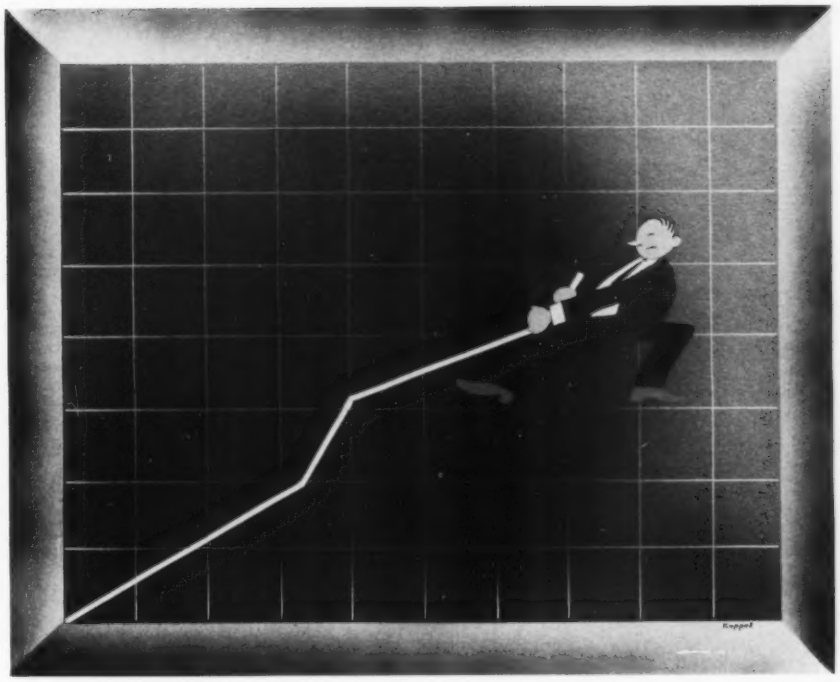
Potash stearin soap	55%
Other soap stock	35%
Starch	10%

Th. Ruemele, *Allgemeine Oel-u Fett-Ztg.*, 22, 502 (1935) says that beneficial action of starch as a filler can be attributed to the colloidal and gel-forming character of starch. Apparently soap products containing starch should never be super-fatted, otherwise the filled soap has a reduced detergent value. If, however, a slight excess of alkali is left in the soap, the starch adsorbs the alkali without reducing its ability to increase detergency. The ability of starch to mask high alkalinity is important, and can on occasion be extremely useful for correcting a soap with an unusually high alkali content. Ruemele claims that starch helps to prevent rancidity, but it should be pointed out that it also tends to discolor white soap and may, in fact, produce complaints because of the grayish deposit it gives to white bar soap on standing. The discoloration is barely noticeable on gray, mottled or colored soaps.

Special Industrial Starch Available

The disadvantages attached to the use of starch in laundry soaps is well summed up by Edmund Walter writing in *Seifensieder-Ztg.*, 63, 56-7 (1936) who says that when these filled soaps are used to make up ordinary laundry wash liquors there is a possibility of reducing compounds being formed owing to the increased temperature and alkalinity of the washing solution. These compounds reduce vat dyes to a soluble form and so weaken the colors of certain dyed materials. He states that the leuco form of indigo is colorless and that of Hydron Blue is yellow. All these colors are restored by oxidation.

Special industrial starch, half soluble starch and soluble starch are available for use by the soap manufacturer. The first named variety is recommended for curd soaps and semi-boiled soap, particularly those containing high proportions of hardened fats which have a rather harsh effect on the skin. The soluble form of starch is specially useful for liquid soaps, also shaving soaps. The safe limit for starch appears to be about 10% for toilet use and even less, 7.5% to 10%, for laundry soaps and powders. There is little if any justification for the addition of starch to laundry preparations as the increase in detergency is doubtful, and as pointed out there is always a danger of trouble arising. The use of starch in toilet soaps may be warranted because of its smooth effect on the skin and its unique property of neutralizing any harshness due either to free alkali or the natural effect of certain fatty substances.



Make sales contests bring results

by MARTIN NORTH

SALES contests, like any other form of promotional activity, can be a boon or a boomerang for the cosmetics and toilet goods manufacturer, depending upon how such contests are conducted. They can be used to stimulate sales as well as salesmen; mis-used, they can actually result in lost business and degeneration of the selling force.

In modern practice, sales contests should serve two primary purposes:

(1) Increase volume, and

(2) Enthuse the sales force.

With this in mind, then, let's examine various kinds of sales contests with the thought of adapting them.

Why Straight Prize Contest is Faulty

One of the commonest is the straight prize contest, conducted on a monthly basis, in which total prizes may range from a low of $25 to $50 up to $100 or $200 and sometimes as much as $500, depending upon the size of the sales force and the volume of business against which, in the final analysis, the prizes must be charged.

In the case of $50, it will usually be split about as follows: First prize, $25; second prize, $15 and third prize $10, or some slight variation of this.

Here the sales members of the force compete against each other to win the prizes. The man with the highest volume wins first prize, second highest, second prize, etc.

This, however, becomes the first danger signal. Every sales staff has one or two top men; either they have a larger following or better territory or are just naturally better salesmen. In any event, look out or they will walk off with top honors every month. Bingo! The "also-rans" will lose interest in competing. Worse yet, they may go sour after seeing the sales "prima donnas" unintentionally strutting the first of each month with their prize money.

Make it a Real Contest—with Handicaps

The way out of this dilemma is to handicap the top men, so that it is actually a *contest*. The best way to do this is to figure out comparatively over a period of time what each salesman is normally capable of doing, then expect him to exceed this, the winner being determined not on the total volume for the month, but on the percentage of excess over his normal volume.

Still another angle is to have a contest for new accounts. Give five, ten, twenty or twenty-five points for each new account, depending upon its relative worth to the firm. Generally in this kind of a contest each salesman is on an equal footing with every other salesman.

Then there is the contest between teams. This is recommended for pepping up a sales force and developing *esprit de corps*. Divide the sales force into two or more teams, each being as nearly equal to the other in volume as possible. Have each team select a captain. Set a lump sum to go to the winning team, with graduated prizes for highest men on the winning team, but with

consolation prizes even for the lowest men on the winning side. In this kind of a contest there is an appeal to the sporting instinct, because the highest men on the losing side may exceed the highest men on the winning side, yet not get a prize. It emphasizes the value of teamwork.

Additional value can be gained by this kind of a contest if it is agreed that the losers shall treat the winners to a dinner; winners to have say, turkey, while the losers eat beans. This sort of an affair can be turned into a productive sales rally and good time, with winning and losing captains, as well as high men making speeches.

To Stimulate All Salesmen

One of the latest angles on sales contests is the perennial sales contest that goes on month in and month out, but with a new twist. In this new wrinkle on sales contests every salesman wins every month that a net increase in volume is registered.

Here is how it works. At the beginning of the month the sales manager advises the sales force exactly how much volume the firm did that month a year ago. He then tells them that there is say a $200 bonus if this volume is exceeded by say twenty per cent. The reason for giving a specific sum of money is so that the sales force has something tangible to visualize. Actually, the pay-off is based on percentage of increase. That is, if the increase is ten per cent, then $100 is given in bonus money; if thirty per cent, $300 is distributed, etcetera.

How Bonus is Fixed

At the end of the month, if there has been an increase, the bonus is figured out on the basis of the percentage of increase. Then each salesman's volume is figured out, and, if he accounted for ten per cent of the total volume he gets ten per cent of whatever the total bonus money amounts to. In this manner even the salesman lowest in volume gets a bonus in accordance with his volume. There are no losers.

One weakness of sales contests with many firms using them, and one which accounts for many negative attitudes towards such contests, is that the total prize money is away too low in proportion to the additional effort that sales managers expect such prizes to bring forth, or there are too few prizes for the size of the sales force, or combinations of both. Salesmen that command anywhere from $200 to $500 a month cannot be expected to get all hot and bothered about a one-in-six or one-in-twenty chance at a five or ten dollar bill.

Cash Prizes are Best

Some firms have tried giving merchandise prizes instead of cash, but usually with indifferent results. The cash stimulates more sales activity than merchandise, worth even more, because often as not the salesman has no particular desire for the merchandise prizes offered.

One firm, in using cash, always gets the prize money in silver dollars and keeps it in a money bag. Every morning at the sales conference, the sales manager drags out the money bag and spills the silver over the table in a tempting pile for the salesman to laugh and speculate about. Just a little practical psychology!

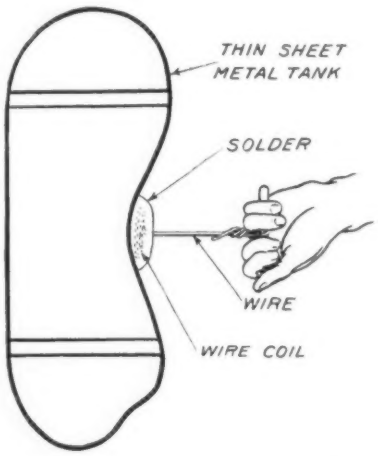
Still another bit of practical psychology. Keep a blackboard with the salesmen's score posted on it and change it frequently, showing relative standing. Where two or more salesmen are running neck-and-neck it stimulates additional sales effort when nothing else will.

A word in conclusion. Don't expect miracles from sales contests. If a salesman is worth keeping on the sales force he will deliver without bonuses and prizes. Sales contests have their limitations, sales executives should keep their expectations within those limitations.

TANK STRAIGHTENING KINKS

by W. F. SCHAPHORST, M. E.

THE accompanying sketch shows a method that may be used successfully in straightening thin dented or collapsed tanks. If a straightening



rod can be used on the inside for reaching the dented spots, or if it is practicable to apply internal water or other pressure for forcing out the dents, this method may require more time and is not recommended. But, there sometimes is no other method.

Proceed as follows: Make a coil on the end of a wire similar to that shown in the sketch and solder it onto the tank at the dented place. When solidly attached pull with one hand and pound around the outside of the dent with a hammer with the other hand simultaneously. The dent will usually come out without any difficulty.

After straightening, the solder is easily melted off and the same process is quickly shifted to the next dent, if there is another.

FUTURE PLANNING

"It is my belief that the research laboratories of the country are full of new products and inventions which can readily be absorbed by the public in their demand for a higher standard of living. The future planning by capital and industry in offering these products to the public naturally requires confidence. In my opinion the present recession is temporary and the rebound in general business from present levels will bring with it the confidence necessary to start industry again on the upward cycle." — O. C. Huffman, president, Continental Can Co.



EDITORIALS

ON SELLING IN JAPAN

MANUFACTURERS who seek to develop permanent business in Japan would do well to bear in mind that the Japanese trade mark law recognizes no other priority than that of the first user in Japan.

A first user may be an importer who receives a sample shipment of foreign merchandise, pertinent advertising literature, etc. If he can show that the trade marks and designs of the foreign firm have become "publicly known" in this way the foreign firm has permanently forfeited its right to sell its products in Japan under its own trade name.

Even when a foreign firm has obtained protection for its marks it may have to defend them in an invalidation trial filed by some one who proves on the strength of the same provision of the trade mark law that the marks had already been "publicly known" prior to their registration. Needless to say there are reputable Japanese importers who would not tolerate such piracy.

Perfumers and manufacturers of toilet articles accordingly would be well advised not to send samples, catalogs or other sales literature to Japan without submitting at the same time their trade marks to the Japanese patent office. The only alternative is to carefully black out on the bottles and labels and folders any reference there may be to trade names or trade marks.

COLORS MAY BE RESTRICTED

IF any federal food, drug or cosmetic bill is passed to go into effect immediately the cosmetic industry may find itself without adequate colors until the necessary tests—which may take six months or a year—have been made. This is because no work has been done on the certification of colors for this industry.

At the present time there are only thirteen water soluble and two oil soluble colors permitted in foods; and the range, as pointed out by the Bureau of Standards of the Toilet Goods Association is far too limited. The industry requires a wide range of coloring materials for use in its numerous products.

Section 604 of the Copeland Bill S 5 authorizes the Secretary to promulgate regulations providing for the listing of coal tar colors which are harmless and suitable for use in cosmetics and for the certification of them.

Premature passage of protective legislation which is not objected to in sul tance but which may require the use of certified colors only may give rise to a situation where no provision has been made in advance for such certified colors for this industry. In this way the industry might be deprived of the use of safe and necessary colors.

UNIFORMITY OF ENFORCEMENT

AMONG the 72,000 bills introduced in the past year in Congress and in the various state legislatures was Georgia House Bill 70 which provides for a drastic revision of the state food and drugs law. Mr. George M. Armor, president of the Flavoring Extract Manufacturers Association has called for vigorous opposition to the bill at this time. The point is well taken. If ever uniformity in the enforcement of federal and state food, drug and cosmetic laws is to be achieved, which all desire, every effort should be made to defeat the state bill until the Copeland bill on which it is patterned, is passed by Congress.

PROSPERITY NOTES

E. R. SQUIBB & SONS in the first six months of 1938 will use the largest appropriation in their history to advertise dentifrices.

The Pfaudler Co. has just completed a $2,000,000 factory expansion program which has doubled the capacity of its Rochester plant.

U. S. Steel Corp. will spend $80,000,000 this year for plant improvements; half of it by April 1.

Pepsodent Co., Mennen Co., Armand Co., Hinze-Ambrosia, Vick Chemical Co. and Zonite Sales Co. have begun record sales and advertising campaigns for this year.



© Lambert from Black Star

Properties of Cetyl Alcohol and Triethanolamine and how they should be used to obtain best results. Fifth installment of the series on the composition and manufacture of face cream

Advanced

by **DR. FRED WINTER**

CETYL ALCOHOL product comes in the form of very white lumps with a crystalline structure resembling spermaceti. It is used less as an emulsifying agent by itself than as an auxiliary addition to increase the affinity of fatty mixtures for water, especially when they contain petrolatum.

In fact, the addition of cetyl alcohol to petrolatum seems to increase its absorbability and to give to products made from petrolatum a very pronounced affinity for water, especially if anhydrous lanolin is also added.

For emulsions very rich in both petrolatum and an aqueous vehicle, obtained on a base of cetyl alcohol, require the simultaneous use of other added products, which increase their affinity for water, which, without their aid often leaves much to be desired. Often the addition of lanolin alone is insufficient to make emulsions with a cetyl alcohol base stable over long periods, and the addition of an emulsifying agent (ammonium stearate, glycol stearate, etc.) becomes important and sometimes necessary in the manufacture of cosmetic creams rich in an aqueous vehicle.

Generally speaking, cetyl alcohol is not, then, always capable of filling the role of the sole emulsifier, and, excepting in special cases, cetyl alcohol emulsions quite often lack body and show, after a time, a troublesome tendency to separate.

Quantity to Use

The quantities of cetyl alcohol to use to bring about an affiinity for water in petrolatum vary between 4 and 12%. A good average is 10%.

Cetyl alcohol is insoluble in water and does not give a creamy mass

Methods in CREAM MANUFACTURE

with water alone as does glycol stearate. It is readily soluble in fatty bodies, in alcohol, etc.

Dermatological Virtues

Cetyl alcohol has very pronounced dermatological virtues and is very valuable on this account when it is used in rather massive doses. (It aids in irritations of the skin such as eczema, pruritus, etc.)

Here are some examples of fundamental preparations based on cetyl alcohol:

CETYL POMADE (SWISS PHARMACOPOEIA)

Cetyl alcohol	4 G.
Anhydrous lanolin	10
White viscous petrolatum	86

Melt and mix the whole. Then cool with stirring.

This pomade forms a base for the preparation of petrolatum emulsions. Warmed just to the melting point with an equal part of water, it makes after cooling a very beautiful white cream. A cream based on this pomade may be prepared as follows:

Cetyl pomade	50 G.
Olive oil	4
Rose water	46
Otto of rose, Bulgarian	2 drops

PETROLATUMS WITH AFFINITY FOR WATER

I

Cetyl alcohol	10 G.
Anhydrous lanolin	5
White viscous petrolatum	75
White liquid petrolatum	15

II

Cetyl alcohol	15 G.
Anhydrous Lanolin	10
White liquid petrolatum	30
White viscous petrolatum	45

Transparent masses resembling natural viscous petrolatum give very white creams with 60 parts of water.

The stability of creams when prepared according to the directions in the literature with these hydrophylic petrolatums leave something to be desired, for they are inclined to separate into layers in spite of the presence of lanolin. The use of a strong emulsifier is advisable. The addition of ammonium stearate especially allows the production of absolutely stable creams.

I

Cetyl pomade	50 G.
Stearin	50
Water	50
Borax	0.6
Ammonia (Sp. Gr. 0.97)	2

II

Cetyl pomade or Hydrophylic petrolatum I or II	50 G.
Stearin	10
Water	50
Borax	0.6
Ammonia (0.97)	4

Method: Melt and mix the cetyl pomade with the stearin. Add with stirring the very warm borax solution, then the ammonia, stirring and shaking gently for five minutes. Remove the heat and cool stirring until it thickens.

In the following we give two more recipes for cetyl petrolatums with an affinity for water which give stable creams without the use of an added emulsifier.

III

Paraffin	20 G.
Cetyl alcohol	12
Anhydrous lanolin	5
Liquid petrolatum	63

Absorbs up to 250% water.

IV

Paraffin	14.5 G.
Anhydrous lanolin	24
Liquid petrolatum	17.5
Cetyl alcohol	4

With 40 to 60 parts of water very beautiful creams are obtained.

Triethanolamine (Distilled)

This is a syrupy yellowish liquid resembling crude glycerine. It is soluble in water and in alcohol. It is used only as purified triethanolamine prepared for the manufacture of facial creams.

It is an alkaline substance which, as such, transforms saponifiable fats chemically. With free fatty acids, but not with neutral fats, triethanolamine produces soaps.

Effect On Skin

It is a soothing alkali without irritating effect upon the skin. Triethanolamine, then, even when used in excessive or massive quantities, does not have any harmful effect upon the skin. Triethanolamine serves as an emulsifying agent either alone or in combination with other agents of the same kind. When used alone it does not have a sufficient emulsifying effect upon neutral fatty bodies and waxes but only in the presence of free fatty acids. (The emulsification of neutral fats by trithanolamine is accompanied in a more or less distinct manner according to the content of free fatty acids in the neutral fats, but the emulsions which are thus obtained are not very thick and that is why the addition of free fatty acids is advised.) With petrolatum, triethanolamine will absolutely not react without the intervention of a free fatty acid.

With free fatty acids triethanolamine reacts spontaneously, giving without heat, soaps of triethanolamine, when this alkali is used in large enough percentages to obtain complete saponification (about 46% of the weight of the fatty acid).

With smaller quantities of trithanolamine, emulsions of free fatty acids are obtained. The soaps of triethanolamine are good emulsifying agents and are used as such with success. Triethanolamine soaps produce good emulsions with all fatty bodies as well as with petrolatum.

(To Be Continued)

Hungarian Essential Oils: *LAVENDER*





DR. ERNEST GUENTHER, Chief Research Chemist of Fritzsche Brothers, Inc., New York, Finds Outlook for Hungarian Lavender Oil Industry Favorable—Climate and Soil Well Adapted to Production of Very High Grade Oil of High Ester Content—Growth, Harvesting and Distillation

LAVENDER grows wild on the hills near Budapest and Szentendre, a small town about ten miles north of Budapest. Some of the plants in these localities are very old, having been planted there years ago, mostly along vineyards and roads. Very small plantings may be found also in quite a number of orchards and gardens; the plants are sold as cut flowers in the streets of Budapest.

It is said that lavender was originally introduced by the Turks during the 16th and 17th centuries when they occupied a large part of Hungary, especially the cities of Buda and Pest (the present-day Budapest). The variety of lavender found in the above mentioned localities differs little in appearance from the true lavender as it grows in Southern France, but the ester content of the oils obtained by distillation of these Hungarian plants is lower than that of the fine French oils.

Commercial Growing Started in 1922

The idea of growing lavender in Hungary on a commercial scale was originally conceived by Dr. Jules de Bittera in Budapest, who made his first experiments in 1922. It has been a very difficult task, requiring much patience and considerable money. To go into details regarding this work and all the obstacles which had to be overcome would lead far beyond the scope of this paper.

Climate and Soil Favorable for Lavender

From the beginning the question arose whether the climate of Hungary would be conducive to the growing of a plant which is considered Mediterranean. Hungary has severer winters than Southern France; often, too, they are without snow so that there is danger of frost damage. However, the fact that some of the lavender plants occurring wild on the hills near Budapest were thirty or forty years old lent some encouragement to large scale growing. Another difficulty existed in the selection of the proper site for a large planting. The peninsula of Tihany on Lake Balaton was finally chosen because of its protection by the Bakony Mountains in the north and because the large expanse of Balaton Lake promised a certain regulation of temperature and humidity. This latter fact seemed very desirable in view of the otherwise continental climate of Hungary. The chosen site is open towards the south.

The soil lends itself very well to the cultivation of lavender; the upper layers consist of loam and sand mixed with the weathering products of tuffaceous basalt and silicated fresh-water lime. The clearing and cultivating of former sheep and goat pastures was a difficult job because machines could not be employed. All the bushes, trees, roots, stones, boulders and grass on the slopes had to be removed by hand labor. All this was done during summer and fall so that the following winter the loosened grass sods dried out, froze and perished.

Subsequently, the lavender plants were planted, 60 cm. apart and in rows 1 m. distant. It was originally intended to use for the plantings the wild growing lavender of Hungary but this idea was abandoned because the ester content of these oils was not sufficiently high. Dr. de Bittera, therefore, imported French seed but ran into many difficulties because the imported seed germinated poorly and, besides, contained spike and other lower grades. Through long and careful plant selection and after years of experimenting, he finally collected a sufficient number of true lavender plants and these, since then, have permitted continuous expansion of his plantings.

Thus originated, from 1924 to





1927, the basis of the plantation in Tihany which consisted of twelve acres. Since then it has been enlarged continuously and is still being increased. The plants are very vivacious; they are very beautiful in appearance and the whole planting quite impressive. Most of the plants have a diameter of 80 to 100 cm. The oldest planting is now more than twelve years old and shows no indication of degeneration or age.

However, great care must be taken, according to Dr. de Bittera, not to cut the plants too low; cutting of the lower stalks containing the leaf material may cause the plants to dry out and perish during a hot, dry August. Improper cutting and damage to the woody parts of the stem during hoeing cause the greatest losses. Furthermore, it is important that during their growth the plants assume proper shape. Many are inclined to grow spontaneously and loosely; the main branches grow too long and the whole bush more or less "falls apart." Such plants perish after a few years. Whenever such growth is noticed the bushes have to be trimmed and forced to grow spherically. Altogether much work is required if the planting is to remain in healthy condition; in fact, every individual lavender plant, like every fruit tree, requires care although this is practically impossible in a large plantation.

Lavender has few enemies. Once a swarm of caterpillars of Agrotis segetum L. invaded the plantation and gave much trouble. There was no chemical suitable for killing them so the caterpillars had to be picked off by groups of children or caught in traps and ditches until finally destroyed during the following very humid winter. Crows, also, aided in their destruction. Meanwhile, however, more than one-third of the plantation perished.

Plants Harvested in Early Summer

The plants are harvested, depending upon the prevailing weather, mostly between June 25th and July 20th. Cutting is often done as piecework by young girls who can cut an average of 150 to 250 kilos of plant material daily. However, in such cases the girls have to be carefully supervised to avoid their cutting too low. About 20,000 kilos of lavender plant material were harvested during 1935 from the Tihany plantation but since then the output has steadily increased.

The yield of oil upon distillation ranges from 0.7 to 0.9%. The plant material is distilled in migratory stills of 1000-liter capacity by steam generated at a pressure of 5 atm. A charge of plant material weighs about 160 to 200 kilos and can be completely distilled in one hour. By recharging the still 13 to 15 times, from 2500 to 3000 kilos of plant material can be worked up daily.

Constants of Hungarian Lavender Oils

Hungarian lavender oils, according to a private commu-

Photos shown above are views in Tihany by Balaton Lake, Hungary. Left to right: Preparing the ground for lavender culture by lifting out and removing stones and stone-benches lying under the surface of the ground; gathering the flowers; harvesting lavender flowers; distillation of the flowers in the fields. Below: The smallest lavender collector girl.



nication from Dr. de Bittera, thus far show the constants given in Table I.

The high ester content of some of the oils from the Tihany plantation is remarkable. This shows that the soil and climate of that region are well adapted to the production of a very high grade of oil of lavender. Oils of such high ester content are rarely found in Southern France and only in a few localities during specially favorable years. Highest grade French oils show a linalyl acetate content of about 50 to 55%.

Two Hungarian lavender oils analyzed in our laboratories showed the constants given in Table II.

The odor of the French type of lavender oil now being produced in Tihany (still on a very limited scale) compares very well with the best grades of French oils of corresponding ester content. It is this writer's opinion that the outlook for the young Hungarian lavender oil industry is a favorable one, due especially to the low labor cost still prevailing in Hungary and also because the Hungarian plantations have not yet suffered from diseases or mortality in general. There is no reason why production of this oil cannot be considerably increased providing the necessary capital is available. While the Hungarian oil cannot yet, and for a long time to come, will not compete on the world market with the French oil, it may find its place in Hungary proper and perhaps in some of the neighboring Central European countries where exchange difficulties make the import of the French oil difficult.

TABLE I

	Oil from plants growing wild near Szentendre	Oil from plants cultivated in Tihany
Specific Gravity at 15° C:	0.8846 to 0.8875	0.8866 to 0.8973
Optical Rotation:	—10° 22′ to —11° 17′	—6,44° to —8,5°
Content of Linalyl Acetate:	33.3 to 37.2%	41.2 to 61.7%
Solubility:	Not entirely soluble in 10 volumes of 70% alcohol..	Soluble in 2 to 7 volumes of 70% alcohol.

TABLE II

	Oil from the French type of plants grown in Tihany (1936 Harvest)	Oil from the Mitcham type of plants experimentally grown in Hungary
Specific Gravity at 25° C:	0.882	0.894
Specific Gravity at 15° C:	0.888	0.901
Optical Rotation:	—7° 35′	—2° 52′
Refractive Index at 20° C:	1.4621	1.4674
Acid Value:	0.5	0.6
Ester Value:	123.1	47.2
Ester Value after Acetylation—(Boulez method, six hours, xylene diluent):	226.1	233.8
Content of Linalyl Acetate:	43.1%	16.5%
Content of Free Linalool:	30.7%	59.6%
Content of Total Linalool:	64.5%	72.5%
Solubility:	Soluble in 2 volumes of 70% alcohol; opalescent with more.	Soluble in 1.5 volumes of 70% alcohol; opalescent with more.

RESTYLING

"The public is well acquainted with our packages and I don't want to change them because, if I do, our customers would not recognize them and we might lose business."

Thus spoke the president of a long-established company. The designer was not startled.

Had he not heard such remarks before? And hadn't some of these same men later changed their opinions? Knowing this, the designer was patient, saying:

"Perhaps you are right, but wouldn't you want to make this test? Place your present package side by side with the restyled package suggestion, and invite your sales staff to look them over. Get their reactions and opinions as to which one they prefer."

Results? This man, who had seemed so stubborn about improving his packages, admitted later that he was amazed at the eagerness and the enthusiasm expressed. So he O.K'd the restyling program. A restyled package sells itself—*Phoenix Flame.*

A Successful Woman's Rules for Success

MRS. LILLIAN S. DODGE, president of Harriet Hubbard Ayer, Inc., New York, the highest salaried woman in America, who was decorated by the French government with the Legion of Honor because of her friendship for France, in an interview published in the *World Telegram* stated that she did not consider her white stone mansion in New York City, nor Sefton Manor, her beautiful landscaped estate at Mill Neck, L. I., as indicative of success.



Mrs. L. S. Dodge

"I measure success by the happiness of those employed in the business," she said, "by the quality of the product and by the capacity of the company to weather storms." Summarized, Mrs. Dodge's rules for success for women in business are:

1. Be first a success in your own home.
2. Run your business as you do your home.
3. Make men you meet feel you are a person, not a woman.
4. Have a vital interest in your subordinates.
5. Make your employes' problems your own problems.
6. Put yourself in the role of a gracious hostess as well as a practical worker.
7. Cultivate a sensitiveness to your work and your business associates.
8. Be kind, understanding and uncritical.
9. Be able to smile at yourself.
10. Avoid discussing personalities, especially your own.

desiderata

by MAISON G. deNAVARRE

■ **PERFUME BASES** No one will question the fact that France, Switzerland and Germany supply us with many useful *bases* upon which we can build a beautiful perfume. If these can be compounded abroad, why can't we have similar outstanding creations emanating from our American suppliers, that can be truly called *American Bases?* Might we hear some remarks on this point?

■ **PROPRIETARIES** Most large cosmetic manufacturers shun the use of trade marked proprietaries. They feel that they have no control over the source or composition of material. Instead, they prefer competitive ingredients, whose composition is known. Hence we feel that it is a worthy advance for the suppliers end of the industry, to see one house offer its specialties by trade name, followed by the designation, "brand of glyceryl mono-stearate" or whatever the product may be. More suppliers would find it to their advantage to adopt this procedure. Prospective customers are more susceptible to products of known composition, we find.

■ **LEAD IN POWDER** Did you ever test your face powder to see how much lead it contains? Do you know how much lead is contained in the best known brands of face powder? What is the maximum amount of lead allowed in a good face powder? It isn't as easy to find out as it seems, but all good manufacturers ought to know. For someday, some one will say to you, "Your face powder contains more lead than other good brands." Then what will you be able to say?

■ **FOLLOW THE LEADER** Last summer, one ingenious manufacturer placed on the market a little felt pad soaked in a non-drying cleansing liquid. Its success was instantaneous. Instantaneous too was the flood of letters from moderate and large houses, not to exclude the little fellows. All wanted information for the duplication of the product. Doesn't it make you wonder if the industry isn't a bunch of sheep?

■ **SHAME** American bottle makers ought to take a look at some of the British made bottles, such as we saw on a recent visit to Toronto. The combinations of plastics with glass were more unusual than anything we have yet seen. Folks, Canada with its many times smaller population and perforce more meager market, need take no backseat from anyone.

■ **TESTING** One man tests the authenticity of his olive oil by determining the acid value. Good oil he says, doesn't run more than so much or less than another amount. Wonder how many more do similar *control work?*

■ **SOAPS** Adaptable are the findings of Nelson, DeCourcy, Mathews and Robertson as appearing in *Oil & Soap,* on the emulsifiability and completeness of saponification of fats when small quantities of free fatty acids are added. Shaving cream makers, and all those interested, might find gainful data in the many charts presented. While the article is not written from this point of view, nevertheless some of the experiments are applicable to shaving cream technic.

■ **MACHINELESS WAVES** The experiments described by Pether wherein talc is used to slow down the reaction of water and lime in producing heat, would undoubtedly find value in the permanent wave field. Heat developed is evolved gradually. While Pether's work referred to skin burns of handlers of lime, the idea might find application to the machineless hair waving pad.

■ **DENTIFRICES** Those are pretty strong indictments made by Bol in *Lancet* regarding mouth hygiene. Especially so is the one accusing soap as the cause of caries of the toothneck. That is something to think about, especially so when you realize that this tooth condition is one of the commonest evils encountered by dentists everywhere. To blame soap as the cause of this condition, is a challenge to all dentifrice makers using soap. Will it go unheeded? We hope not. For with all respect to Dr. Bol, we cannot see the justification of a charge against one ingredient, when so many other ingredients are common components of ordinary dentifirices. Let truth light the way, and when it does, may we not be blind to its disclosures.

■ **TESTER** If you have ever made an emulsion and are wondering if it is an oil in water, or a water in oil type, place a couple of drops on a little gadget offered by one supplier, and hokus pokus—a light flashes on to tell you it is of the oil in water type. Simple as that. The tester is a give away at the price too.

GOGO IN SHAMPOOS

Gogo is the stem and bark of a large vine, botanically known as "Entada phaseoloides (Linn.) Merr." It grows wild in the forests in most parts of the Philippines, but in some provinces, such as Cavite and Batangas, the vine is cultivated for the production of gogo. The bark and stem contain tannin and when soaked in water and rubbed or shaken, it produces lather. Gogo cleanses the scalp effectively and is used, especially by women, in the Philippines for washing the hair. When this is known more in other countries, the demand may increase for use as an ingredient in the manufacture of hair shampoo. The hair shampoo sold in the local ring drug stores and known as "Gogo-ol" contains gogo extract as one of its principal components.

A large amount of this product is consumed in the Philippines. It appears that the production is decreasing annually, but this may be explained by the continuous depletion of the gogo stand in the forests. It is believed, however, that the production can be increased by two to three times for, in spite of the fact that gogo is found in most islands and provinces of the Philippines, it is collected only in a few provinces.

New Packages

by MARY LEE GOODMAN



1

1 . . PARFUMERIE DE RAYMOND: The popular Mimzy eau de cologne has been repackaged in a handsome flacon with unusual lines. The shaker top is covered with a gold metal screw cap, and the label, which fits into a special groove, is of gold metal foil printed in black. The box is gold with black and white lettering over the entire cover.



2

2 . . HARRIET HUBBARD AYER: This company is offering a Wee-Tot set to protect the skin of the infant and also amuse him. The set consists of baby cream, baby talcum and cotton in plaskon jars, with cellophane seals, beautifully boxed and ribboned. By pressing the tiny button on the back of each jar, it will chirp like a bird, which undoubtedly will be a source of great delight. This Wee-Tot beauty set comes in blue for baby boys and pink for baby girls.



3

3 . . BENJAMIN ANSEHL CO.: An exceptionally handsome container for a 10c perfume has been adopted by this company for its "Parfum by Vivani" line. The private-mold containers are capped with molded closures and decorated with harmonizing silk corded tassels in bright colors. Bottles and caps by Owens-Illinois Glass Co.

4 . . DELETTREZ: This company is offering two new face powders in particularly handsome containers designed by Ben Koodin, package designer. The cream, red and silver box on the left is strikingly simple and smart. The other container is a deluxe box covered with a richly decorative embossed pink leatherette.



4



5



6



7



8

5. . YARDLEY: Three new items, bath salt tablets, bath salts, and dusting powder have been added to the April Violet Series for consumption in the American market. This odor is a true violet scent and is particularly timely for Spring promotion. The tablets and dusting powder are simply packaged in white and gold containers decorated with violets, and the same design is shown on the tablets and bath salts bottle.

6. . LOUIS PHILIPPE: An unusually smart container has been adopted for the new face powder offered by the company. The cover is gold-tinted metal engraved with the fleur-di-lis design and red band, similar to the container of the Angelus lipstick. A cellophane window clearly shows the shade of the powder which is available in five shades to match the Angelus lipstick.

7. . JULIETTE MARGLEN: Nail-O-Wax, a preparation for the care and growth of the nails, is offered in a combination set with remover and Wax-O-Namel polish, available in a variety of shades. These preparations come in tall pyramid bottles with black molded caps encased in a silver box.

8. . RICHARD HUDNUT: Tenfold Perfumes, which the company claims are so concentrated that only a few drops are needed to give a garden-like fragrance, have just been introduced in nine popular floral odors for Spring. They are packaged in charming fluted bottles resembling Doric columns, with frosted glass stoppers.



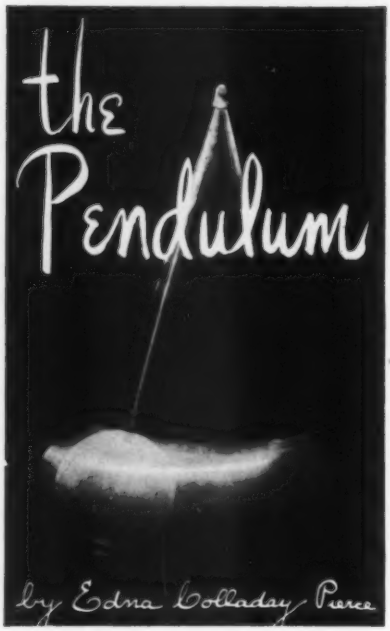
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9. . RUBINSTEIN: Right: This new Town and Country vanity set, which comes in black or white, has an interesting basketweave design edged with gold and a tiny gold plaque for a monogram. The smart compact on the left is designed with gold and silver engine-turned stripes, and is available with either single or double compartments.



10

10. . WINDSOR HOUSE: Out of the West comes this handsomely boxed shave set for men, packed in a brown and white tweed carton with wood paper trim. The molded wooden caps on the shave lotion and shave powder containers match the wood paper false bottom of this three piece kit. Identifying labels on both flacons and wooden shaving bowl are restrained and in keeping with the deluxe character of this and other products in the line.



Style Trends and What They Mean to Cosmetic Manufacturers . . . Flower Shades Will be Worn This Spring . . . Promote Liquid Powders, Bleaches and Smart Compacts

STYLE TRENDS

HAVING reported on Paris style trends recently, let's cross the Channel this time, and have a look at London couturiers, and see whether we can find corroboration for the discoveries we made in France, or new trends.

To begin with, flower shades—lavender, lilac, cyclamen, pink and orchid—are the choice of designers of English spring clothes. They are to be found in tweed suits, woolen dresses and evening gowns. Also, it is something to marvel at in fashions when conservative London sponsors strapless bodices for evening frocks! Accepted as perfectly natural in Paris, when the more restrained English capital shows this very becoming—and highly intricate in the making—type of gown, we certainly may expect to see them on this side of the water.

Promote your liquid powders, your bleaching preparations, your smart accessories, for some of the women who will wear these gowns will come back from the Southern resorts with definite skin discolorations.

And now let's go back to Paris, for that fair city still remains the source of high style inspiration. Remember right here, that black chiffon frocks for afternoon wear will be in vogue this Summer, and lace, which began its wave of popularity last year, is gaining in favor all the time. Linens, too, will be launched in interesting novelty weaves for Spring and Summer. Transparent effects will be featured in these, chenille stripes being one form they will take. A new, lustreless linen with a peau d'ange finish, is stressed as a background for prints. The patterns are amusing small prehistoric animals, Hindu landscapes and snake charmer motifs.

The bolero will be even more prominent this year than it was last,



© RKO Radio Pictures



An unusual window display with a California mission background, origin of the ingredient stressed in the product.

some of them very short, worn with cummerbund girdles, becoming to slender figures.

Drapes are still important for evening, but the silhouette is slim, though veiled, the drapery appearing as a trimming, adding grace to the simple, clinging sheath. Apropos of lace and tulle, Channel has a natural gift for fashioning frocks from these delicate fabrics. She handles them with frosty precision, fitting them like the skin where they should fit, but then allows them to spray out like clouds to balance the composition. She is past mistress in the taming of tulle, be it tailored or fluffy.

All of which is another way of saying—promote tailored products and accessories for Spring, very feminine ones for Summer, and elegant ones for evenings.

In addition to the bolero—some dresses have it only in front—Mainboucher and Molyneux are going in heavily for tunics. These are very young-looking, and are of the slim, finger-tipped variety, and pleated skirts show beneath them. They come in solid color crepes, in thin woolens and prints.

You're going to see plenty of capes this Spring, too, and this is a trend we heartily endorse, because its becoming to nearly every type and age. Some suits will have capes instead of coats; some will have a fitted front and cape back, and plain solid color capes, particularly black, will be worn with dresses. They are especially nice for travelling; easy to remove and don't muss as easily as coats.

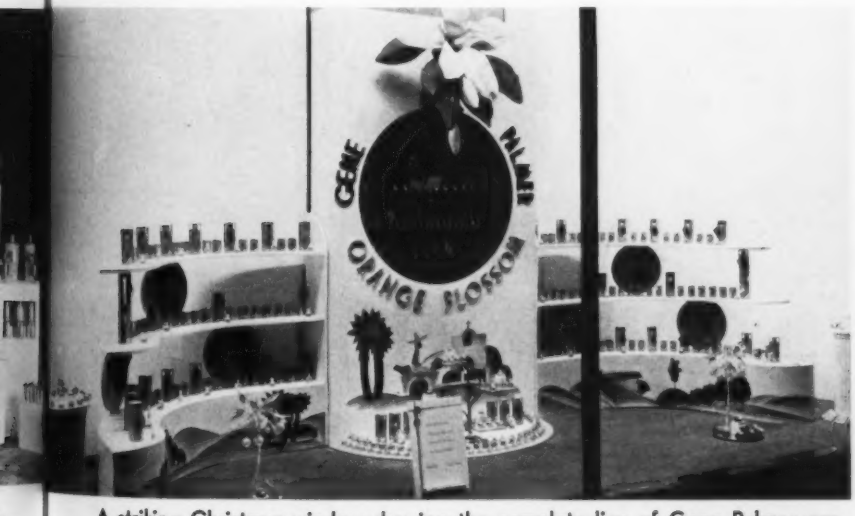
SELLING HINTS

This month is *The Pendulum's* second birthday, and since we were the first in the trade field to offer style and promotional information, we hope you've found us consistently helpful and authentic. Judging from your letters and comments you have, though we have never deviated from frank and fortright statements, and we never shall. This sincere and impartial attitude on our part, is the one you've come to know as characteristic of *The Pendulum*, and so we dedicate ourselves anew to be objective, critical and constructive for your benefit.

We have recently had brought to our attention once more the way men manufacturers harangue among themselves anent some problem that an intelligent woman in their own organizations could supply the answer to in a trice. After all, you are catering to a woman's market, and feminine reactions and sober judgment *would* be more valuable to you than hours of discussion among men, as to whether this or that method of merchandising; this or that container, design, label, product or name will appeal and sell to women or not, and *why*.

Before you make your decisions, which may or may not be right; which are going to cost you money, time and effort, *ask* one or more of your intelligent women employees to sit in and give you *her* opinion on the matter under scrutiny. And let us point out to you one more fact in this connection. Too often men magnanimously ask for a feminine opinion to have their own confirmed. If it differs, it is either ignored or passed over lightly, when if it were taken seriously, as you would be apt to consider a man's, you'd profit by it in *many* ways, not only in the matter of dollars and cents.

Women have a way of absorbing details; catching accurately the drift of a trend of public opinion—especially feminine opinion—that men simply do not hear or see, because their minds are too concerned with broad issues. But just as dollars are made up of pennies, so a general concensus of opinion is made up of individual reactions, and so expressed. Women are closer to these things than are men, so it will pay men manufacturers not only to hear, but to heed an intelligent woman who knows this industry, when she speaks. One organization I know of, has grown to very large proportions in the past very few years. The styling, promotion and publicity are in the hands of two women who know their business thoroughly, and they are never interfered with, nor their edicts questioned by any of the executives in the firm, and it is one which is completely dependent for success upon feminine judgment and use of the product. Their competitors wonder *why* in a few short years their sales have steadily mounted into substantial figures. One reason is the one we've just told you about! Think it over—are *you* missing any bets like this? If so, why?





A striking Christmas window showing the complete line of Gene Palmer perfumes in the May Co. store, completely Californian in structure and appeal. Extreme left and right: Hollywood stars set the vogue for Spring fashions.

© Manatt

NEWS *and* EVENTS

May Modify Cosmetic Excise Taxes June 30

The subcommittee of the Ways and Means Committee of the House before whom Mark Eisner, counsel for the Toilet Goods Association, Charles S. Welch, secretary and Thomas Hardwick representing Ponds Extract Co. and others appeared, has recommended the termination on June 30 of the excise taxes on toothpastes, toothwashes, mouth washes, dentifrices and toilet soaps. All would expire June 30, 1939 under the present law. A change was also recommended with respect to the cosmetic tax to apply to the one who packs the article and to include a charge for the container in the taxable price in order to prevent avoidance of the tax as well as to clarify it. The full committee has begun hearings on the foregoing and other tax recommendations by the subcommittee.

Ten Per Cent Stamp Tax Proposed in New York

A bill imposing a ten per cent tax on toilet preparations, chewing gum and candy and which provides for the issuance and purchase of stamps which must be placed on all containers has been introduced in the New York senate. It is known as the Hanley bill, S 289.

Lentheric Salesmen Awarded Cruise Trip

The entire Lentheric sales staff, consisting of seventeen members were awarded a sixteen-day cruise to Havana and Mexico for achieving their grand prize quota for the year. They sailed January 1 on the *Orizaba*, accompanied by their wives, and W. D. Canaday, vice-president of Lentheric Inc., in charge of sales, who headed the group.

Other Lentheric executives who made the trip were C. S. Gage, executive vice-president, and D. M. Kendall, assistant sales manager. Special traveling representatives included Mr. and Mrs. Durel Dugas and Miss Mabel Wade. The lucky salesmen were: F. F. Anderson, Detroit, Mich.; L. C. Barley, Jr., Atlanta, Ga., M. W. Brush, Pass Christian, Miss.; C. B. Casper, Pittsburgh, Penn.; N. Chipley, Hollywood, Calif.; W. D. Crookes, Marblehead, Mass.; D. B. Evans, Wichita, Kans.; E. P. Haney, Brooklyn, N. Y.; F. D. Jones, St. Louis, Mo.; N. M. King, Port Washington, L. I., New York; R. W. Kline, Cynwyd, Penn.; R. R. Kleinschmidt, Seattle, Wash.; D. G. Kitzmiller, East Orange, N. J.; C. H. Ober, Minneapolis, Minn.; H. G. Payne, Jr., Washington, D. C.; W. Z. Pearsoll, Dallas, Tex.; and W. R. Tenney, Evanston, Ill.

Jequier on Visit to United States

William D. V. Jequier, managing director of the Paris office of Parfums Weil, arrived in New York January 20 on the *Lafayette* for one of his periodic visits to this country. To do his best work, Mr. Jequier feels that a perfumer must get away from his laboratory, meet new people and conceive new ideas. Accordingly, he regularly travels to the leading centers of the world in order to observe women in various surroundings and find inspiration for new perfume odors to appeal to certain types of women.



W. D. V. Jequier

Parfums Weil, which will soon celebrate its 10th anniversary, has had phenomenal success since its inception. Mr. Jequier attributes this to the fact that their perfumes have no signature. As he expressed it, "Each perfume which we create has a distinct odor, entirely different from each other and having no characteristic similarity. The creation of a perfume odor is the blending or inter-marriage of certain natural and synthetic elements, and each odor is designed for a particular personality.

"In other words, a dashing perfume will appeal to a dashing woman, whether she wants to wear it with daytime clothes or with evening dress, while a woman who is active in sports will find a sports perfume appealing at any time of the day; also, a perfume suitable for an older woman should not be worn by a young debutante. We believe that a perfume should be blended only by the nose test, and for that reason we employ no chemist in our factory. The most capable chemist may be able to compound satisfactory raw materials, but his chemical knowledge is of no assistance in the creation of perfume odors. I would compare a chemist to a manufacturer of paints, and a perfume blender to the artist who uses the paints in his work."

Mr. Jequier has noted that Americans are now the world's greatest travelers, and the American woman sets the fashions wherever she goes. He said that in some countries which he has visited native costumes are rapidly disappearing, and fashionable Parisien adapted clothes are now being adopted. The movies, too, have been responsible, to a great extent, for the education of women who ordinarily would have no opportunity to keep in touch with style and beauty developments.

New Building for Max Factor & Co.

Max Factor & Co., Los Angeles, will soon begin the erection of a new building at 1625 McCadden Place, in that city.



Lentheric Group Aboard S. S. Orizaba.

TURNER TUBES



SMART

MODERN

DURABLE

UNIFORM

COLORFUL

Manufacturers of COLLAPSIBLE TUBES since 1898

TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.



Harry C. Ryland



Charles Fischbeck



Robert Magnus



V. H. Fischer



Wm. Schilling Jr.

Officers of the Essential Oil Association of the U. S. A.

New Offices of Essential Oil Assn.

New officers elected by the Essential Oil Association of the U. S. A. at its annual meeting, January 14 are: President, Harry C. Ryland, H. C. Ryland Inc.; Vice-president, Charles Fischbeck, Charles Fischbeck Co.; Secretary-treasurer, Robert C. Magnus, Magnus, Mabee & Reynard Inc.; and members of the Executive Committee: V. H. Fischer, Dodge & Olcott Co. and William Schilling Jr., Norda Essential Oil & Chemical Co. It is interesting to note that two of the officers, Mr. Ryland and Mr. Magnus, are still located in the old essential oil district in downtown New York City.

The association holds monthly meetings for the exchange of information and to take appropriate action for the welfare of the industry. It has served on numerous occasions with the committee in securing needed revisions in the U. S. Pharmacopaeia.

Pickwick Cosmetic Opens New Showrooms

Due to the steadily growing volume of business, Pickwick Cosmetic Corp. has opened new offices and showrooms at 366 Fifth Ave., New York, N. Y. W. D. Tanenbaum, formerly associated with West Disinfecting Co., L. Sonneborn Sons, and other large corporations, has been elected vice-president of the company in full charge of distribution for the United States and foreign countries. He will also be director of sales and advertising.

Lentheric Wins Pennsylvania Price Maintenance

A preliminary injunction was granted Lentheric Inc., January 24, restraining the Nevins Drug Co. of Philadelphia from selling Lentheric products at less than the prices shown in Lentheric's catalogue and in their contracts with distributors. The decision was handed down by Judge Parry in the Court of Common Pleas No. One of Philadelphia County, Pennsylvania. Judge Parry stated that previous decisions anywhere in the United States had no bearing in the State of Pennsylvania.

The Nevins Drug Co. admitted seven of the nine complaints made by Lentheric, and are definitely restrained from displaying, advertising or selling Lentheric products in the future except at full retail prices and in full accordance with the policies of Lentheric.

New Merchandising Policy for Ivor of Hollywood

Paul Rangere & Associates have taken over the sales and distribution of Ivor of Hollywood, Inc. A new merchandising policy of marketing the Ivor products through the establishment of agency salons in strategic locations throughout the United States is planned.

Duchess of Kent Honors Chevalier Garde

Parfums Chevalier Garde, Inc., New York, which has named one of its perfumes "H.R.H." in honor of Her Royal Highness The Duchess of Kent, received her portrait as a Christmas present, personally signed by her "Marina". The executives and associates of the company assembled January 11 at the Hotel St. Regis on the occasion of receiving the portrait, to discuss promotional plans for the coming season. The painting of the Duchess of Kent will be exhibited in stores throughout the country to tie up with the Easter promotion.



Executives and Associates of Parfums Chevalier Garde, Inc.

Sitting, left to right: Alexander Tarsaidze, president; Prince Serge Obolensky, director; Prince Wladimir Eristow, vice-president; Count Vassilli Adlerberg, director. Standing, left to right: Serge de Gorin, east coast representative; Nicholas de Yanoff, advertising manager; Sanford Wendel, west coast representative, Wladimir Bobri, art director; Eugene Kovenko, business manager; Prince Andre Shirinsky, middle west representative.





a lovely lady steps out

Beauty in the evening—protected—as at all times—by modern cosmetics, packed in smart Hazel-Atlas Opal Jars. Brilliant white bodies in lustrous black caps—they harmonize with any color label.

HAZEL-ATLAS GLASS COMPANY

WHEELING, WEST VIRGINIA

For Creams, Lotions, Ointments

ABSORPTION BASE MERCK

"Salve-like" substance, extracted from Lanolin (Anhydrous wool fat)—pale yellow color, neutral, stable and of bland odor. Contains Oxycholesterol with Cholesterol and Isocholesterol—and their fatty acid esters (Oleates, Linolates, Palmitates and Stearates). Will absorb five to seven times its weight of water and will also form water-in-oil emulsions.

LANUM MERCK

(Lanolin U. S. P.)

Hydrous—Anhydrous—superior wool-fat—contains Oxycholesterol with Cholesterol and Isocholesterol—and their fatty acid esters (Oleates, Linolates, Palmitates and Stearates).

Especially adaptable for high grade creams and ointments. Also—

Acid Stearic—triple pressed
Petrolatum
Zinc Oxide
Sodium Borate C. P.
Potassium Hydroxide

Preservatives

ACID SALICYLIC

A dependable preservative for hair-waving preparations.

Scalp and Hair Preparations

Resorcin
Quinine Hydrochloride
Quinine Sulfate
Pilocarpine Hydrochloride U.S.P.
Oxyquinoline Sulfate
Acid Boric U.S.P. Powder
Silver Nitrate
Lead Acetate
Sulfur Precipated

Topical Anesthetics

BENZOCAINE
CHLORBUTANOL

Used in Burn Ointments, etc., for their local surface anesthetic action.

Depilatories—Pastes

Barium Sulfide
Strontium Sulfide
Talc U.S.P.
Calcium Carbonate U.S.P. Precip. Light
Terpineol
Eugenol U.S.P.

For Face Powders

ZINC STEARATE U.S.P.

Made only from high quality TRIPLE-PRESSED Stearic acid. Fine, white, fluffy powder (free from harsh particles, foreign or rancid odor) now being incorporated in the leading face powders. Also—

Zinc Oxide U.S.P.
Magnesium Carbonate
Talc
Kaolin Colloidal
Calcium Carbonate
Bismuth Subcarbonate

Sun-Tan Preparations

SUN-TAN OILS, LOTIONS AND CREAMS

(Sun Screen-"Filters")

Quinine Alkaloid U.S.P.
Quinine Bisulfate U.S.P.
Menthyl Salicylate

SUNBURN LOTIONS, CREAMS, OILS

Benzocaine (*Topical Anesthetics*)
Chlorbutanol Anhydrous (*Topical Anesthetics*)
Lanum Anhydrous U.S.P. (Lanolin)
Petrolatum White U.S.P.
Zinc Sulfocarbolate



TO guarantee a uniform product of highest quality, extreme precautions are taken to select the best raw materials available and to carry out the various purifying and manufacturing processes under proper control.

Definite testing routines make certain that Merck Chemicals conform to rigid standards of purity and uniformity before they are released for sale.

MERCK & CO. Inc. • *Manufacturing Chemists* • RAHWAY, N. J.

ACID BENZOIC

A satisfactory preservative for non-alkali face lotions.

BUTOBEN

(N-Butyl Para Hydroxy Benzoate-Merck)

Ten times as powerful a preservative as Benzoic Acid and Salicylic Acid. Efficient in alkaline, as well as in neutral and acid, preparations.

Germicides—Antiseptics

CHLORTHYMOL

Powerful Pathogenic germicide, having fully 120 times the germicidal strength of Phenol when tested against Staphylococcus aureus—a most resistant germ strain furnished by the government.

Bacterial Inhibitors

OXYQUINOLINE SULFATE

(Hydroxy Quinoline Sulfate)

A stronger inhibitor of Pathogenic bacteria than Mercury Bichloride and much stronger than Phenol.

1 to 1,000 solution employed which is NON-TOXIC.

Deodorants

CREAMS

Magnesium Carbonate U.S.P. Powd.
Petrolatum Liquid U.S.P. Light

POWDERS

Magnesium Carbonate
Kaolin Colloidal N.F.
Talc U.S.P.

LIQUIDS

(Anti-perspiration)

Aluminum Chloride N.F.

Hair Waving Solutions

PERMANENT

Sodium Sulfite
Potassium Sulfite Pure
Ammonium Carbonate U.S.P.
Sodium Carbonate Purif. Cryst.
Borax U.S.P.
Keratin
Ammonia Water

FINGER WAVING

Acid Salicylic U.S.P.
(The dependable preservative)

Dentifrices

TOOTH PASTES AND POWDERS

Calcium Carbonate U.S.P. Precipitated
Calcium Phosphate Tribasic N.F. Precipitated
Sodium Stearate
Sodium Chloride U.S.P. Powder
Methyl Salicylate U.S.P.
Saccharin Soluble U.S.P.
Magnesium Hydroxide Medicinal (for Milk of Magnesia Tooth Paste)
Sodium Perborate U.S.P.
Sodium Perborate Aromatic N.F.

MOUTH WASHES

(Antiseptic)

Chlorthymol (Powerful Germicide)
Methyl Salicylate U.S.P.
Acid Benzoic U.S.P.
Acid Tartaric U.S.P.
Acid Citric U.S.P.
Acid Boric U.S.P.

Qui Sait Moves To New Quarters

Qui Sait Co., manufacturers of perfumes and toilet preparations, has moved from 767 Lexington Ave., New York City, to a more convenient location at 572 Madison Ave., where it will be in a better position to serve its customers.

California Cosmetic Supply Men's Exhibit

The annual dinner and exhibit of the associate members of the California Cosmetic Association was held on the evening of February 9 at the Deauville Club, Santa Monica. William Norton of the Owens Illinois Can Co., chairman of the associate members committee was in charge of arrangements. Exhibitors included: Albert Albek, Inc., Florasynth Laboratories, Inc., Fritzsche Brothers, Inc., Givaudan-Delawanna, Inc., George Lueders & Co., Pfaltz & Bauer, Van Dyk & Co., Associated Oil Co., H. Kohnstamm Co., Maurice Carasso, L. Sonneborn Sons, Standard Oil Co., Union Oil Co., Chase Brass & Copper Co., Glass Containers' Association, Hazel Atlas Glass Co., Independent Paper Box Co., Owens Illinois Can Co., E. C. Pierce Co., Phoenix Metal Cap Co., E. N. Rowell Co., W. C. Ritchie & Co., Scovill Mfg. Co., Allied Advertising Co., Baldwin & Baldwin, Heintz & Pickering, Midas Bureau, Pacific Label Co., Western Label Co., Braun Corp., L. H. Butcher, Mefford Chemical Co., Merck & Co., I. F. Schnier Co.

Rairdon Made Sales Manager of Owens-Illinois Can Co.

Smith L. Rairdon, Eastern sales manager of the glass container division of the Owens-Illinois Glass Co., has been elected vice-president and general manager and a director of the Owens-Illinois Can Co. Mr. Rairdon, who joined the company in 1924, has returned from New York City to the Toledo headquarters to assume his new duties. In 1930, after the merger of the Illinois Glass Co. and the Owens Bottle Co. Mr. Rairdon was appointed assistant sales manager of the newly affiliated organization's pharmaceutical and proprietary division, and in November of 1931 became sales manager of that division. In October 1935 he was made Eastern District sales manager. He is an alumnus of Ohio State University.



S. L. Rairdon

Asperls Products Offers Stock Shares

Asperls Products Manufacturing Co. of Fairville, New Brunswick, is making a public offering of 600 6% preferred shares through Henry H. Belyes, financial representative of the company. This is a new enterprise, lately formed to manufacture and promote the sale of a permanent container with refills for tooth paste, shaving cream, face creams, etc.

Givaudan Holds Sales Conference

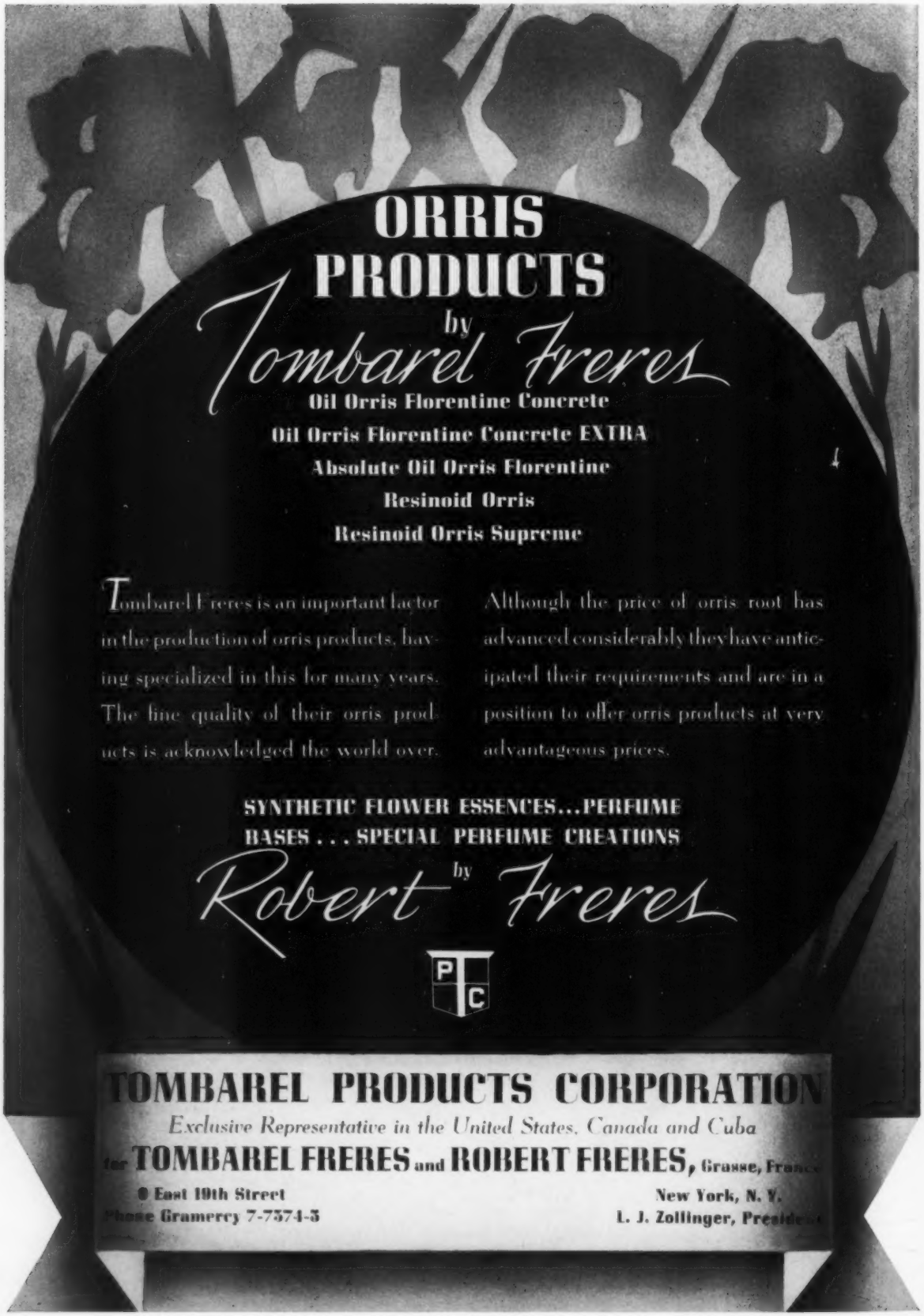
Members of the sales staff of Givaudan-Delawanna, Inc., assembled in New York at the company's headquarters, 80 Fifth Ave., New York City, for the annual sales conference during the first week in January.

Dr. Eric C. Kunz, executive manager, and Ralph M. Stevenson, sales manager, presided at daily meetings at which the men in the field were acquainted with new products and developments of the company. One full day was devoted to a trip through the factory at Delawanna, N. J.

The conference was brought to a close with a dinner held in the Hotel Brevoort, attended by the sales representatives, department heads and executives of the company.



Givaudan-Delawanna Executives, Department Heads and Salesmen from all over the United States at Annual Banquet.


ORRIS
PRODUCTS
by
Tombarel Freres
Oil Orris Florentine Concrete
Oil Orris Florentine Concrete EXTRA
Absolute Oil Orris Florentine
Resinoid Orris
Resinoid Orris Supreme
Tombarel Freres is an important factor in the production of orris products, having specialized in this for many years. The fine quality of their orris products is acknowledged the world over.
Although the price of orris root has advanced considerably they have anticipated their requirements and are in a position to offer orris products at very advantageous prices.
SYNTHETIC FLOWER ESSENCES...PERFUME BASES . . . SPECIAL PERFUME CREATIONS
by
Robert Freres
P T C
TOMBAREL PRODUCTS CORPORATION
Exclusive Representative in the United States, Canada and Cuba
for TOMBAREL FRERES and ROBERT FRERES, Grasse, France
East 19th Street
New York, N. Y.
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L. J. Zollinger, President

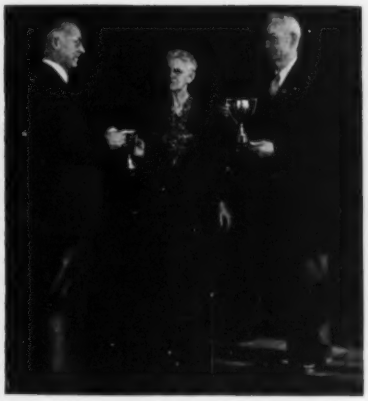
Fritzsche Brothers Inc. Enlarges Branch Offices

Fritzsche Brothers Inc., New York, N. Y., announces the removal of its Boston branch from 250 Stuart St. to 206 State St. where enlarged facilities have been engaged to enable the company to carry in stock a complete line of essential oils, aromatic chemicals and perfume and flavor raw materials. The San Francisco office also has been moved from 122 New Montgomery St. to 1325 Howard St. The latter branch is under the direction of Stanley Crouch, Pacific coast representative for the company. Pacific coast stocks are carried at the Los Angeles branch.

Elizabeth Arden Sponsors Contest

An ingenious contest, designed to interest women all over the country, was announced by Elizabeth Arden on her "Hour of Romance" radio program January 11. The contest consisted of writing a letter in answer to the question "What is your most personal beauty problem, and why haven't you overcome it?" Each contestant will receive a souvenir from Elizabeth Arden, and the writer of the best letter will be awarded 1) a trip to New York and return, with first-class accommodations; 2) three-weeks' stay in New York; 3) a three-weeks' course of beauty treatments from top to toe at the Arden salon; and 4) clothes styled by Elizabeth Arden.

The contest, which closed February 8, aroused so much interest, that it was necessary to employ several additional girls to handle the large volume of mail. Several well-known women are assisting Miss Arden in selecting the best letter, and the winner will be announced shortly.



Fifty years of faithful service was recognized at the recent annual Pro-phy-lac-tic celebration when William C. Bird, executive vice president, presented a loving cup suitably engraved together with a special bonus check, to two employes completing their fiftieth year of service for the Pro-phy-lac-tic Brush Co. Reading from left to right—William C. Bird, Elizabeth Marra, and Patrick Halpin. While they are the deans of the Pro-phy-lac-tic organization, nearly 20% of all Pro-phy-lac-tic Brush Co. employees have been with the company 20 years or more.

Leading Perfumers In Enlarged Quarters

Leading Perfumers & Chemists, Inc. has just opened modern new showrooms and offices at 366 Fifth Ave., New York, and has moved its factory to 1 Main St., Brooklyn, N. Y. This company, under the direction of I. Perlmutter, president, has made active progress since its organization 18 years ago. At the outset the business was conducted by direct selling, but despite the marked success of this plan, Mr. Perlmutter, in 1926, realized that changing conditions called for different tactics, and he then began manufacturing exclusively for a few dozen jobbers. The business has shown a steady increase and this has made it necessary for the company to move to enlarged quarters.

Sherwood Sells Insecticide Division

The Sherwood Petroleum Co. has sold its pyrethrum and insecticide division to R. J. Prentiss & Co., New York, N. Y. The sale included good will and all assets and brought William F. Kroneman, associated with the Sherwood Petroleum Co. for many years, into the Prentiss organization.

U. S. P. Announces Interim Revisions

The following revision of the U. S. P. XI tests was announced through the authority of the Committee of Revision and became official January 17.

"*Aqua Aurantii Florum*," Page 64: Change the test for residue on evaporation to: "Evaporate 100 cc. of the Orange Flower Water on a water bath, and dry the residue to constant weight at 100° C.: not more than 0.005 Gm. of residue remains."

"*Benzoinum*," Page 86: Omit the test for "rosin", lines 13 and 14 from the bottom of the page.

Oleum Amygdalae Expressum, Page 248: Omit the test for the solidification point of the fatty acids, lines 9 and 10 from the bottom of the page.

P. & G. To Enlarge Plant At Long Beach, Calif.

Proctor & Gamble Manufacturing Co. has obtained a building permit to erect a seven-story concrete oil processing and finished products storage building at its Long Beach, Calif. plant, at a cost of $104,000. It will have ground dimensions of 136 x 108 feet and will increase the company's investment at Long Beach harbor to $4,500,000.

D. Batzouroff Postpones Trip to Attend Wedding

Dragoi Batzouroff of Batzouroff & Co., Sofia, Bulgaria arrived on the *Berengaria*, December 28 for his annual visit to the United States.



D. Batzouroff

For over 15 years, Mr. Batzouroff has been coming to America every year, usually in the fall. This trip, however, was delayed until the end of the year to enable him to attend the wedding of Miss Clare Killeen, daughter of Mr. and Mrs. Edward V. Killeen which occurred January 5. The two families have visited back and forth for many years during the close business association of Batzouroff & Co. with George Lueders & Co., their American agents.

While this social event high-lighted his visit, Mr. Batzouroff found time to visit the trade throughout this vicinity as is his annual custom. He expressed the belief that the Bulgarian Government's control of flower prices for several years has done much to stabilize market conditions; and that he could see no indication of any unsettlement of these satisfactory conditions for the future. He is gratified with the steady progress being made with his rose products in the American market and reports the same conditions in most other countries this past season.

The firm's principal distillery is located at Kanare, Bulgaria, with other distilleries at Kalofer, Karlovo and Rahmanli strategically located in close proximity to the rose fields.

Mr. Batzouroff himself lives in Paris at 18 Avenue Pierre Ier de Serbie where he directs the firm's activities in various parts of the world. While conditions may appear critical in France, and possibly Europe, he does not anticipate any startling developments that would seriously impede trade and commerce. He sailed for France on the *Conti de Savoia* February 5.

Hewitt Absorbs Cincinnati Soap Co.

The Hewitt Soap Co., Inc., founded in 1884, with factory and general offices at Dayton, Ohio, has finally completed the merging of The Cincinnati Soap Co., founded in 1863, into its own organization. The New York office of The Cincinnati Soap Co. has been moved into that of the Hewitt Soap Co. at 47 West 34th St., where Martin F. Schultes, vice-president of that organization, has maintained offices for over sixteen years. Mr. Schultes will continue to have entire charge and supervision of the toilet soap division of the combined companies.

Leigh Chemists Opens New Offices

The recently reorganized Leigh Chemists Inc., opened offices and showrooms on February 1 in the Heckscher Bldg. at 730 Fifth Ave., New York City. D. K. Healy, formerly associated with Colgate-Palmolive-Peet Co., Richard Hudnut and Groville Sales Co., is president and sales manager of the organization.



D. K. Healy

Other officers are Claude Eggerton, treasurer, and Benjamin Traylor, secretary. William Hardy will, as he has for the past 23 years, have complete charge of the laboratory and Edna Colladay Pierce will be in charge of sales promotion.

Promotion and advertising plans are under way and will be announced shortly.

American Firm Not Taxed In Canada

At the hearing in the Superior Court, in Montreal, Canada, Justice McDougall found no proof of a conspiracy between J. T. Wait Co. Ltd., and the Crystal Products Co. of Canada Ltd., to defeat the legitimate claims of the Canadian Federal Government for sales and excise taxes. The taxes involved amounting to $11,233.97.

The chief question involved was whether the Crystal Products Co had ceased in 1933 to manufacture its toilet preparations and cosmetics sold under the trade name of "Outdoor Girl". The two companies declared that originally the Crystal company manufactured its own products which were sold through J. T. Wait Co. Ltd. on commission, but that in July, 1933, a new arrangement had been reached by which the Wait Co. took over both manufacture and sale of these products.

The Tax Department of the Federal Government claimed that the new system was set up with the sole object of evading the tax claims and insisted that the Crystal Products Co. should make its tax returns as a manufacturer. The taxes would then be estimated on the sale price to independent customers and not on the wholesale price charged by the Wait Co. to Crystal Products.

Justice McDougall was of the opinion that the Tax Department had not proven that the Crystal company had remained in the manufacturing business during the period for which the tax was claimed. He said that, while taxing authorities may properly regard with disfavor the attempt of a taxpayer to bring himself outside the taxing law, the courts do not in general condemn taxpayers' efforts to alleviate the rigors of the tax burdens imposed upon them. As no proof of collusive conspiracy was established, the action was dismissed and costs paid by the Crown. The burden of testimony at the trial for the defence was borne chiefly by Sidney B. Picker of New York and J. T. Wait.

Cosmetic Building Planned for World's Fair

The toilet goods industry under the leadership of a committee composed of H. L. Brooks, P. H. Douglas and Cecil Smith plans to have a cosmetic building designed to represent a powder box covered with gold mirrors at the New York World's Fair of 1939.

The proposed location is near the entrance of the Long Island Railroad station. It is planned to sell exhibit space around the outer space while one coordinated exhibit dramatizing the industry as a whole is to be set up inside the rotunda. An auditorium for pageants, lectures and institutional shows to be staged daily and a club room for buyers are to be included in the building. Space will also be available for suppliers of raw materials and accessories. Exhibit space is $20 per square foot with a minimum of 120 ft. and a maximum of 600 ft.

Coty, Inc. was the first to pledge space—600 ft. with Marie Earle next with 120 ft. Bourjois, Chanel and Barbara Gould together pledged 800 ft. Ogilvie Sisters 120 ft. and Roger & Gallet, 150 ft.

Plans for the building and participation of the industry in the enterprise were discussed at a meeting sponsored by the Toilet Goods Association in the Biltmore Hotel January 20 at which Grover Whalen was the principal speaker. About 60 attended the luncheon meeting.

Alcoholic Content of Vanilla Extract Reduced

The federal specification for alcoholic content of vanilla extract has been reduced from 40 per cent to 35 per cent as a result of negotiations conducted by George Armor, president of the Flavoring Extract Manufacturers Association with the Federal Specifications Board.

Inventor of Bakelite Honored by British

Dr. Leo Hendrik Baekeland, inventor of bakelite and head of the Bakelite Corp. was awarded the Messel medal by the British Society of Chemical Industry January 18. This medal, which is awarded in the memory of Dr. Rubert Messel, formerly of the Society and one of the principal benefactors, is awarded every two years to the individual who has secured meritorious distinction in the science or literature of chemistry, or in the chemical industry. The only other American who has received this high honor is Dr. R. A. Millikan, Nobel prize winner in physics.



Dr. L. H. Baekeland

The medal was awarded in recognition of Dr. Baekeland's achievements in the plastic industry and will be presented to him at the society's meeting in Ottawa, Canada, June 21.

Winners of 5 and 10 Cent Packaging Contest

Among the ten outstanding 5-cent and 10-cent packages introduced to the variety syndicate stores in 1937 adjudged to be winners in the Syndicate Store Merchandiser's fifth annual packaging contest were the following toiletry packages: Dew nail polish, Dew Cosmetics, Inc.; Chic nail polish, Fort Orange Chemical Co.; Adventure perfume, Park & Tilford; Vivani lipstick and tissues, Benjamin Ansehl Co.; Halo shampoo, Colgate-Palmolive-Peet Co.; and the Park & Tilford lipstick. The winners were shown in an exhibit in the International building, Rockefeller Center, New York, January 12 to 15.

In the Chic nail polish package a finger nail-like tab was attached to the bottle so that the customer could insert her nail for shade comparison. In the Vivani lipstick, a pack of handy tissues was stapled to the lipstick.



Design Patent
No. 105,265

ANNOUNCING THE *New* CHESAPEAKE OVAL

We present the Chesapeake Oval—available in ½, 1, 2, 3, 4, 6, 8, 12, 16 and 32 ounce sizes, with standard Continuous Thread finish, G.C.A. 400. Black double shell caps can be shipped from stock if desired. Write for samples and prices. Maryland Glass Corporation, Baltimore, Md. New York Representative: 270 Broadway. Pacific Coast Representative: Owens-Illinois Pacific Coast Co., San Francisco.

CRYSTAL CLEAR BOTTLES IN

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Complete Range of 10 Sizes



ACTINARONE

A Sunburn Preventative of Outstanding Merit

Used in the proportion of 3 to 10% it satisfactorily filters out all harmful infra red and ultra violet rays, positively preventing burning.

A Working Sample Will Be Sent on Request



We offer the interested cooperation of our well equipped research and experimental laboratories in charge of chemists of broad experience, to aid our customers in the solution of any problem involving the use of our products.

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CANADA: 119 ADELAIDE STREET, W., TORONTO
MONTREAL: 295 YOUVILLE SQUARE

Plans Insure Success of Drug Trade Banquet

The only event of the year which brings together in one place so many men associated with the drug, chemical, cosmetic and associated industries will take place March 3 when the annual banquet of the Drug, Chemical and Allied Trades Section of the New York Board of Trade will be held at the Waldorf-Astoria, New York, N. Y. It is expected that the attendance will be about 1,800 and possibly over 2,000.



P. M. Dinkins

The cocktail hour will start at 6 o'clock and the dining room doors will be opened at 7. By advancing the time of the dinner ample opportunity will be given after the banquet for social contacts. Almost every detail that could contribute to the success of the affair socially and otherwise has been carefully considered by Phillip M. Dinkins, chairman of the section, and the reception committee of which Ralph E. Dorland is chairman. In fact the reception committee has been divided into sub-committees as follows to take care of various duties:

Fraternal Committee: Ralph E. Dorland, Dow Chemical Co. (Chairman); Wm. G. Adams, Polygraphic Co. of America; Harold M. Altshul, Ketchum & Co.; N. C. Babcock, Carbide & Carbon Chemicals Corp.; M. S. Barker, Magnus, Mabee & Reynard, Inc.; Thomas M. Bennett, U. S. Industrial Alcohol Co.; J. D. Bohan, The Centaur Co.; Walter J. Bott, J. L. Hopkins & Co.; Wallace A. Bush, Charles Fischbeck Co.; W. R. Cassell, White Laboratories, Inc.; G. C. Coleman, Armstrong Cork Products Corp.; Harry Cunningham, Norwich Pharmacal Co.; F. S. Dieterich, The Mennen Co.; J. H. Dougherty, Schieffelin & Co.; C. V. Douglas, George Chemicals Co.; Glenn E. Dunbar, Eli Lilly & Co.; E. M. Frankel, Oldetyme Distillers, Inc.; John A. Franklin, Whittaker, Clark & Daniels, Inc.; Ernest G. Funk, LoCurto & Funk; Frank L. Graham, The DeVilbiss Co.; H. H. Gritzan, Maryland Glass Corp.; H. F. Herrmann, General Dyestuffs Corp.; Edmund Hoffman, American Can Co.; C. O. Homan, Dodge & Olcott Co.; Wm. W. Huisking, Charles L. Huisking & Co.; Stephen P. Kelly, Wm. S. Gray & Co.; Walter Klaas, Brass Goods Manufacturing Co.; W. J. Kramer, American Agricultural Chemical Co.; Charles Lightfoot, Salem Glass Works; S. A. Maguire, Parke, Davis & Co.; F. J. McHugh, N. Y. Quinine & Chemical Works; Walter D. Merrill, Jos. Turner & Co.; Paul Muller, Owens-Illinois Glass Co.; Walter P. Murray, Continental Can Co.; Elmer C. Otto, Charles Pfizer & Co.; J. I. Palistrant, Fredk. Stearns & Co.; J. C. Perry, Mallinckrodt Chemical Works; John Powell, John Powell & Co.; Bruce Puffer, Commercial Solvents Corp.; G. F. Reale, Hooker Electrochemical Co.; L. R. Root, Scovill Manufacturing Co.; H. H. Rosenthal, H. H. Rosenthal Co.; Arthur H. Rowe, Heyden Chemical Corp.; A. B. Sauvageot, Hazel Atlas Glass Co.; Martin F. Schultes, Martin F. Schultes Co.; Kyle Sheffield, New England Collapsible Tube Co.; John Stauff, Solvay Sales Corp.; J. H. R. Stephenson, Colgate-Palmolive-Peet Co.; H. H. Stiller, Advance Solvents & Chemical Corp.; Harold B. Thomas, The Centaur Co.; D. W. Thompson, Mathieson Alkali Works; Wm. Ulrich, American Oil & Supply Co.; S. F. Urban, E. R. Squibb & Sons; Karl Voss, Karl Voss Corp.; Jos. M. Wafer, Industrial Chem. Sales Div.; Albert Walter, Stauffer Chemical Co.; H. J. Walters, Kimble Glass Co.; Charles S. Welch, Toilet Goods Assn.; H. P. Wesemann, Fritzsche Brothers, Inc.; Arthur White, National Gypsum & Lime Co.; V. E. Williams, Monsanto Chemical Co.; Will Zimmerman, Holfrich Labs. of N. Y., Inc.

Committee to Maintain Order: Bart F. Sheehan, Grasselli Chemicals Div., E. I. DuPont — (Chairman); Gustave Bayer, Merck & Co.; F. W. Green, National Aniline & Chemical Co.; S. Klein, Calco Chemical Corp.; R. C. Quortrup, The Barrett Co.; F. F. Rauch, S. B. Penick & Co.; J. J. Reiner, Lehn & Fink Products Co.; H. R. Wemple.

Room Notification Committee: Ira Vandewater, R. W. Greeff & Co.—(Chairman); F. N. Eichin, Norwich Pharmacal Co.; G. S. Furman, Merck & Co.; M. Lemmermeyer, Aromatic Products, Inc.; J. C. Leppart, Columbia Alkali Corp.; L. Neuberg, Warner Chemical Co.; S. B. Penick, Jr., S. B. Penick & Co.; H. B. Prior, H. B. Prior & Co.; A. A. Wasserscheid, Mallinckrodt Chemical Works; W. J. Weed.

Honor Guest Committee: Jos. A. Huisking, Charles L. Huisking & Co.—(Chairman); B. H. Badanes, McKesson & Robbins, Inc.; Herman Brooks, Coty, Inc.; John A. Chew, John A. Chew, Inc.; Paul Douglas, Bourjois, Inc.; Thos. Ed. Hicks, Personal Products Corp.; H. G. MacKelcan, Innis, Speiden & Co.

Door Committee: Turner F. Currens, Norwich Pharmacal Co.—(Chairman); W. H. Adkins, Schimmel & Co.; George A. Bode, R & H Chemicals Dept., E. I. DuPont de Nemours & Co.; E. J. Maguire, Grasselli Chemical Dept., E. I. DuPont de Nemours & Co.; Robert L. Wilson, Dow Chemical Co.

Friends and Associates Present Scroll to A. E. Mullen

Business associates and numerous other friends in the industry of Albert E. Mullen, general manager of American Perfumers' Laboratories Inc. gathered at The Little Venice, New York City, on his birthday January 14.



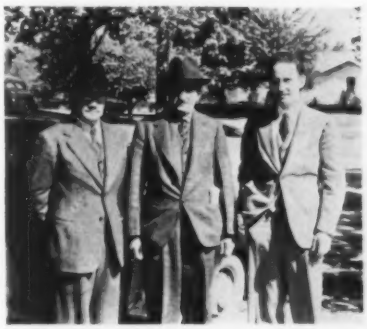
A. E. Mullen

As usual at the annual birthday parties to Al. Mullen, the luncheon hour was extended considerably past the usual time taken by busy executives, and as a result much mail was "dictated but not read" that day.

At the conclusion of the dinner W. J. Alley, treasurer of American Perfumers' Laboratories Inc. in an eloquent speech presented Mr. Mullen with a parchment scroll on behalf of associates and friends to commemorate Mr. Mullen's twenty years of service to the cosmetic and drug industries. The surprise was so complete that for once in his life the popular manager was at a loss for words. However, he finally succeeded in expressing his thanks to his guests for their loyalty and friendship.

L'Ardy Cosmetic Laboratories Incorporated

L'Ardy Cosmetic Laboratories, Inc., 20 West 22nd St., New York, N. Y., has taken out a New York charter with Jaques Rossman as president and Ida Carmel Rossman as secretary-treasurer.



Dr. William Lakritz, center, secretary of Florasynth Laboratories, New York, on his recent visit to Dallas to attend the convention of the Ice Cream Manufacturers. Left: A. E. Illes, right: Geo. M. Illes, Florasynth's southwest representatives, whose headquarters are located in Dallas.

New Collapsible Tube Invented by Hugo Mock

Hugo Mock, counsel for the Toilet Goods Association, on February 15 of this year obtained patent No. 2,108,689 for a collapsible tube with only one opening. This is accomplished by using the usual clamp both as the clamping means and also as the delivery means for the contents of the tube. If adopted it may make some material changes in the industry.

The inventor claims that the use of this device will enable tubes to be made cheaper and faster. It is designed to improve the aesthetic qualities of tubes; for by means of a single opening the other end can be made flat so that it will readily stand, or the entire tube may be made in a variety of shapes, conical, cylindrical or otherwise.

It is pointed out that it will be easy to make cheap tubes by using a clamp of this character for delivery purposes also, as tubes may be made as tin cans are made by lapping a flat sheet of metal to form a cylinder, providing the usual clamp on one end and the new clamp on the other. The device is said to be especially applicable to cellulose and similar tubes.

London Research Laboratories to Aid Americans

A. D. Julins, 16 Douglas Place, Mt. Vernon, N. Y., American representative of Research Laboratories of London, England, announces that his company has completed plans to manufacture in England American style cosmetics for American manufacturers who desire to develop business in Great Britain and on the Continent.

Do Consumers Get What They Pay for in Cosmetics?

"Do Consumers Get What They Pay for in Cosmetics?" was the subject of the discussion at the third forum meeting of the Advertising Women of New York, Inc., at the Town Hall Club, February 1. The answer to the question was emphatically "Yes."

Mrs. Bert W. Hendrickson, chairman of Consumer Interest at the World's Fair, explained the purpose of the meeting. Miss Alice Hughes told what the consumer asks about and Duchess Renee Carafa d'Andrie, president of Rence Thornton Preparations, explained what cosmetics do for the woman approaching 50. A splendid talk was given by Dr. Herman Goodman on the professional and research viewpoint and Dr. H. Gregory Thomas of the Toilet Goods Association emphasized that cosmetics are necessities to bodily cleanliness, comfort and appearance and that they are not over-priced from the consumers' or manufacturers' point of view. S. L. Mayham gave an interesting editorial analysis of the retailers' position and Miss Janet MacRorie offered ideas on presenting cosmetics to the public. The final summation was made by Herbert Mayes.

Senator Eugene Charabot Dies in France

Dr. Eugene Charabot, president of Charabot et Cie., Grasse, France, represented here by Ungerer & Co., former senator from the Department of the Alpes Maritimes and one of the outstanding figures in the essential oil industry, died January 20, at Juan-les-Pins, France, at the age of 68 years.



Senator Charabot

Senator Charabot was president of Charabot et Cie., Grasse, successors of Hugues Aine. The association with Ungerer & Co. began many years ago and a warm personal friendship developed between him and the late W. G. Ungerer and F. H. Ungerer, now president of the company, which was intensified by his annual trips to the United States.

He was educated in Grasse, Nice and at the College of St. Louis in Paris, where he received the degree of Doctor of Science. Later he served as professor there for many years. In 1908 he began his association with Hugues Aine in Grasse and soon became its guiding spirit and finally took over the company. In 1921 he was made counsel general of Breil and in 1926 was elected senator from the Alpes Maritimes succeeding M. Amic. He was re-elected in 1929 but resigned last year on account of ill health.

He attained world wide fame by his technical achievements in the improvement of the volatile solvent process for the extraction of floral essences and by his contributions to the biological processes of plants and the scientific methods of fertilizing. For these researches, he received the highest honors at the bestowal of the French Society of Agriculture. The Agricultural Research Center located at Antibes was established largely through his lively and practical interest in scientific methods of agriculture, particularly as applied to increasing the perfume-giving constituents of flowers. Awards came to him not only from French scientific societies but from those in other countries. He was the author of numerous monographs on technical subjects which are considered among the highest authorities in this particular field. In the Senate and through his numerous connections here, he did much to cement the friendship existing between the United States and France and for this, as well as for his scientific services, he was made first a Chevalier and then an Officer of the Legion of Honor.

Senator Charabot was married twice. His second marriage to Mme. Elizabeth Galvin Baker of Providence, R. I. took place in 1932. His widow, and a son and a daughter by his first marriage survive him.

Alois von Isakovics of Synfleur Laboratories Marries

Alois von Isakovics, vice-president of Synfleur Scientific Laboratories, Inc., Monticello, N. Y., was married to Miss Betty Jane George of Dayton, Ohio in that city January 28. The following day Mr. and Mrs. von Isakovics were honor guests at a luncheon in the Coral Room of the Hotel Astor, New York City, given by Mayor Luis de Hoyos, secretary and general manager of Synfleur Scientific Laboratories. Among those present was Mrs. M. Upshur von Isakovics, president of the company. After the luncheon the young couple sailed to Bermuda for their honeymoon.

Like his distinguished father, the late M. Upshur von Isakovics, young Mr. von Isakovics is a chemist.

Charles Green Sells Worlds Fair to Credit Men

Charles C. Green, secretary of the Worlds Fair Corporation sold the 1939 fair to the members of the Drug, Cosmetic and Chemical Credit Men's Association at the January 20 meeting in a friendly informative chat illustrated with stereopticon views. Mr. Green pointed out that all business, and that in the metropolitan area particularly, will profit from the exposition and that from it, as from previous expositions, many useful ideas may come which will later manifest themselves in large industries. In the absence of Louis Candee, chairman, the meeting was conducted by Edwin P. Agnew, vice chairman.

Dr. W. L. Dickey Lectures to California Association

A most interesting and instructive talk on "Methods of Control in the Manufacture of Creams" was given by Dr. W. L. Dickey, chief chemist of the Standard Oil refinery at the sixth annual meeting of the California Cosmetic Association in the Knickerbocker Hotel, Hollywood, Cal. President Norman presided at the meeting.

Joseph B. Blakiston

Joseph B. Blakiston, treasurer of A. H. Wirz, Inc., Chester, Pa., died December 20, at his home on Twyckenham Road, Bowling Green, Media, after an illness of four-weeks. He was 52 years of age.

He was born in West Philadelphia on January 20, 1884, a son of the late



Joseph B. Blakiston

Horace Blakiston and Anna John Blakiston. After graduating from Penn Charter School, in Philadelphia, he found employment with the R. D. Wood & Co., Philadelphia, where his intelligent salesmanship led to rapid advancement.

In 1914 he was employed in the sales department of A. H. Wirz, Inc., and advanced himself through minor positions to sales manager and finally became a member of the firm, holding the office of treasurer of the company at the time of his death.

Mr. Blakiston was widely known for his many activities in civic movements and social service enterprises. Shunning publicity, he was usually the central force in any movement that was created to accomplish good for the unfortunates of the city. Most of his activities were confined to Chester. He was vice-president of the Chester Rotary Club and, in all probability, would have been elected president for next year. He was very active in the Boys' Clubs of Chester; in the Family Society, Chester; the Delaware County Welfare Council and the Youth Council of Chester.

His work in the Chester Y. M. C. A. was instrumental in rescuing that institution from the critical situation it was in about four years ago. Mr. Blakiston utilized all his powers of salesmanship in selling the idea of the "Y," and was one of the outstanding organizers in the recent and highly successful membership efforts of that institution.

The Delaware County Industrial Club owes its existence, in part, to the efforts of Mr. Blakiston. "Joe," as he was familiarly known to many people in Chester, was also the guiding hand in organizing the Community Clothing Center and the Milk Fund. Without fanfare Mr. Blakiston saw to it that many hungry babies were supplied with milk, from sources the indigent families were never able to discover.

Not content with his work in Chester, Mr. Blakiston served on the Nether Providence School Board, and was president of that body. He resigned on December 6, because of illness. He was a member of the Chester Club, and president of the Bowling Green Civic Association. He was honored by members of the Chester Kiwanis Club in 1933, when he was presented with the Kiwanis Medal for his outstanding work in social and welfare work.

Mr. Blakiston was a member of Christ Protestant Episcopal Church, Media. Surviving are his wife, Mrs. Beatrice Shee Clark Blakiston, two daughters, Roberta Wirz Blakiston and Jean Clark Blakiston, and one sister, Mrs. Roberta Blakiston Paul, of Bowling Green.

Harry Scott Calvert

Harry Scott Calvert, vice president in charge of the Elyria Division of The Pfaudler Co., died January 5 at his home in Elyria, Ohio.

His affiliation with The Pfaudler Co. began in 1924 when the Elyria Enameled Products Co. of which he was then president, merged with The Pfaudler Co. His service for the company was characterized by a keen knowledge of manufacturing and interest in development work.

Born in Etna, now a part of Pittsburgh, Mr. Calvert spent his boyhood and obtained his formal schooling in that city. He was graduated from the University of Pittsburgh in 1893 with a degree of A.B. and later received an A.M. degree. His education fitted him for the legal profession although he never sought admission to the bar.

He became interested in newspaper work, serving as political reporter for the old *Pittsburgh Leader* until 1905. His interest in state politics resulted in his appointment at that time as special investigator for a committee appointed to probe building frauds in connection with the construction of the Pennsylvania state capitol.

Following this work, he became secretary of the Pennsylvania Railroad Commission, serving in this capacity for five years. He then returned to Pittsburgh as receiver for the Mercantile Trust Co.

While so engaged, he became acquainted with the operations of the Enameled Pipe and Engineering Co. of Elyria, then involved in the receivership. He became an officer of this company in 1913 which later became known as the Elyria Enameled Products Co. He served as president until the merger with The Pfaudler Co. in 1924.

Captain Albert Henry Church

Capt. Albert Henry Church, vice-president and managing director of No-Kap Closures U. S. A. Inc. of Providence, R. I., died in London, England, January 17 where he was on business for the company. He



Capt. A. H. Church

held similar positions with No-Kap Closures Ltd. of England and was well known to leading cosmetic manufacturers in both countries.

Capt. Church was born in Waterbury, Conn., February 22, 1862 and was educated at St. Pauls School, Concord, N. H. After several years with a Waterbury concern he founded the Church & Russell Co. in 1889 in Providence. When the Spanish American war came Mr. Church sold his interest to his brother, E. C. Church who continued the business under the name of the E. C. Church Co., and was commissioned a lieutenant in the U. S. Marine Corps. During his early years he maintained a keen interest in theatrical work and was active as manager, director and composer 25 years ago. He resumed business and was in London as representative of a Rochester, N. Y. concern when the world war broke out. He immediately offered his services to Lord Roberts and was commissioned a captain in the British army. In this capacity he organized the Sportsmen's Battalion, Royal Fussilliers. Later he was transferred to the general staff and had charge of recruiting.

After the war he joined the staff of the Clearing Office connected with the British War Department but on account of ill health resigned in 1923. Since then he has resided in Providence, R. I. and London, except for a year spent in Nice, France. He was a member of the Overseas League of London and of the Lambs Club of New York.

CANADIAN NEWS



Navarre Discusses Regulations and Vitamin Creams

The meeting held in January by the Toronto branch of the Association of Canadian Perfumers and Manufacturers of Toilet Articles at the Royal York Hotel had the largest turnout of members, associate members and guests of any meeting of the current season so far. The guest speaker was Maison G. deNavarre, consulting chemist of Detroit, and contributing editor to *The American Perfumer*.



M. G. de Navarre

Owing to the absence of President W. L. Linton, Vice-president C. G. Carmichael officiated. The proposal by the Montreal branch that the convention should be held in Niagara Falls this year met with unanimous approval so that the Brock Hotel, Niagara Falls, Ont. has definitely been named as the scene of the convention on June 6 and 7.

The speaker, Mr. deNavarre, was introduced by Gene Barton. He spoke on the subject of the stringent government regulations surrounding new cosmetic products. He said that the close censorship of advertising, labelling and even formula conducted by the United States Government is becoming an increasingly important factor in the development and sale of various types of cosmetics and especially many of the newer ones. While in some instances such regulations may make for sounder progress, he was of the opinion that in many cases it was hindering development of some products and new formulae which were highly efficacious.

Mr. Navarre pointed out that the United States Department of Agriculture has severely criticized claims made for some of the new vitamin skin creams which have been among the important developments in the cosmetic industry in the past few years. "One difficulty encountered by some of the new vitamin creams," he declared, "is that government tests have not been able to show the vitamin strength claimed for them. At first the chemist in the department laboratories felt inclined to discredit the claims because they were not borne out by the regular vitamin extraction tests to which they were put, but chemists for cosmetic firms and some consultant chemists believe that it has not been possible to extract the full vitamin content of these creams in the ordinary way, which they say results in the loss of potency through extraction."

A vote of thanks was made to the speaker by J. R. Dawkins, head of Yardley & Co., Toronto, who paid tribute to the wide variety of practical and interesting information covered in the speaker's address.

Sterling Products, Ltd. Gives Bonus to Employes

A sales convention of travelers and officials of Sterling Products Ltd., was held in Windsor, Ont., last month and commemorated the 18th anniversary of the Sterling Products plant in that city. Highlight of the five-day meeting was the banquet held at the Prince Edward Hotel on Wednesday, December 15.

H. L. Schade, president, stated that 1937 had been a year of outstanding success and that a 15-per-cent increase had been made in the advertising budget for 1938. All Sterling employees with the company since January 1, 1937 received a week's salary as a Christmas bonus.

Lyman Agencies, Ltd. Pushing Resinol Soap

Lyman Agencies Ltd., Montreal, Canadian distributors of Resinol Soap, announced an introductory offer of the new ten-cent size during the months of January and February. They are giving a bonus of three cakes of the new ten-cent size with every purchase of a dozen regular size Resinol Soap.

"Pure" Must Not Be Used in Describing Soap

A Toronto company manufacturing soap used the word "pure" in its advertising and also had the word stamped on its products. The Toronto Better Business Bureau claimed that this company was not adequately describing its products since a filler was being used in the soap. A complaint was registered and the company later advised the Bureau that the word "pure" would be eliminated from future advertising and also from its products.

Forhan Distribution Difficulties Settled

Difficulty regarding the handling of Forhan's Tooth Paste by the Drug Trading Co., Toronto, has been settled to the mutual satisfaction of both companies, it is stated. The Drug Trading Co. now stocks Forhan's, orders for which are being filled in the regular way.

Eliot Frosst Returns from Trip

Eliot Frosst of Charles E. Frosst & Co., Montreal, recently returned from a trip occupying several weeks, during which he toured Western Canada. Mr. Frosst, in an interview with *The American Perfumer*, stated that he was very optimistic about affairs in the West as a whole, although certain parts of Saskatechewan were, without doubt hard hit.

Canadian Imports

Recent figures compiled by the Dominion Bureau of Statistics reveal that imports of all toilet preparations increased during the six months ending September, 1937. The 1937 figure was $236,687 compared with $224,542 for the corresponding period of 1936.

Colgate-Palmolive-Peet Co. Begins Plant Addition

Having finished a $250,000 extension at the end of 1937, Colgate-Palmolive-Peet Co., Ltd., Toronto, has commenced on a second quarter-of-a-million addition which is expected to be completed during 1938. Approximately $85,000 will be spent to enlarge the floor space of the present plant at 64 Natalie St., Toronto. Upwards of $165,000 will go toward new and efficient soap-boiling machinery, new glycerine evaporators and distilling equipment. This further investment is said to be made necessary by increasing demand for Colgate-Palmolive-Peet products.

Booster Hair Tonic's New Sales Agents

The Canadian Booster Co. Ltd., Windsor, Ont., has appointed E. Glenn Robinson & Co., Toronto, Canadian sales agents for Booster hair tonic which is now available to the drug trade. Booster prices are protected at 60 cents and $1.00 and a special introductory offer is being made.

National Drug & Chemical Co. Plans Merchandising Drives

An executive meeting of the National Drug & Chemical Co., Ltd., along with a convention of sales representatives of the Toronto and London district was held at the Royal York Hotel, Toronto, recently. A number of the newer developments in the company's products were outlined by special representatives of various companies along with details of special merchandising drives now planned. It was stated that 1937 had been a very satisfactory year and the prospects were equally bright for 1938.

A noon luncheon was held under the chairmanship of R. M. Graham, manager of the Toronto office, to which several manufacturers and guests were invited. Officials of the National Drug & Chemical Co. included W. W. Bole, vice-president; C. H. Lander, vice-president and general manager; Gordon Slemin, general sales manager; W. R. Bole, advertising manager; W. H. Davis, manager of the London, Ontario office; and D. Longmire, Toronto office.

Combination Sales Urged by W. K. Buckley, Ltd.

W. K. Buckley, Ltd. Toronto, are stressing to the trade the profit possibilities of combination sales of Buckley products. This company's radio advertising is heard over some 30 stations daily and the company urges dealers to suggest Buckley's White Rub along with Buckley's Mixture for chest colds and grippe.

Display Protection for Expensive Toiletries

A Toronto druggist is said to have hit upon a good idea to protect his counter display of expensive perfumes and high-priced toiletry items from pilfering and excessive handling. These items are displayed on a counter unit with tiers of small shelves and, to protect the display without decreasing visibility, he has had a large sheet of heavy plate glass erected in front of it close enough to the display so that people can see the merchandise as clearly as though there were no glass there. This druggist is of the opinion that this display idea has saved him considerable loss as a few pilferages of such items would entail a considerable loss of profit.

Soap Exports Show Increase

Canada's exports of toilet soap for the four months ended July, 1937 amounted to 4,193,000 pounds valued at $373,000 as against 3,400,000 pounds valued at $309,000 during the corresponding period of 1936. The United Kingdom, New Zealand, Ceylon and British West Indies are the principal markets.

Druggist Sprays Store With Cologne

A prominent druggist in Toronto who makes a practice of going after cosmetic and toiletries business has discovered by experiment that he can attract considerable attention to his perfume department by periodically spraying various scented colognes around the store. He says that this practice has been a help to him in arriving at his present sales of perfume because it is often an excuse to mention the subject to customers who come into the store, perhaps with no intention of buying perfume.

Vic. Christilaw Convention Chairman

Vic. Christilaw, president of the Hamilton Retail Druggists' Association, has been appointed general chairman of the O.R.D.A. Convention in Hamilton, next June 13, 14 and 15.

Pepsodent Co. Increases Advertising

The Pepsodent Co. of Canada, Ltd., Toronto, recently announced an increased schedule of advertising for the coming season. A larger volume of business during the past year is reported. The main theme of the company's advertising during the past year has been the polishing ingredient, "Irium," which is claimed to be exclusive to Pepsodent tooth paste and powder. Playing up this fact is said to have been an important factor in stimulating sales.

Getting Beauty Shop Operators to Sell

FEELING that merchandise sold to beauty shops did not have the desired turnover, J. Schanzenbach & Co., after a study of the problem, decided that operators in such shops simply do not sell.

To overcome this problem it adopted the same plan it put into effect with its jobber salesmen: it created a portfolio for operators.

The portfolio for operators is made up of:

(1) 4 page typewritten introductory statement explaining the idea behind the book and presenting a new selling technique to make every operator a business getter.

(2) A direct mail piece sent to over 25,000 names.

(3) The book "Nature's Way to Beautiful Hair" which discusses with the aid of graphic illustrations various scalp conditions and their remedy.

(4) Copies of advertisements in beauty publications.

(5) A broadside to jobber salesmen covering the entire program tying him in with it and with copies of the book, the advertisements and the direct mail piece enclosed.

The merchandising plan was created by H. F. Gordon, sales promotion manager for the company and is meeting with success.

DR. LYONS PIONEER IN DENTAL CARE

Proof that a good idea honestly founded on a carefully laid structure will survive changing opinion and the shifting tides of time is to be found in the romantic history of Dr. Lyon's Tooth Powder which was first introduced in July, 1866.

Dr. I. W. Lyon, a practising dentist in New York, realized from experience in his practice that part of the tooth trouble of the world was due to the lack of really good preparations for tooth cleaning and that a great deal of education about tooth care and diet was needed. With this idea firmly in mind, he began experimenting with ingredients which he knew to contain cleansing properties and which were not injurious to the tooth structure. By 1866 he had evolved a preparation based on his professional experience which he believed filled the need as perfectly as possible.

The original preparation went on the market in tablet form. Forty tablets in each box were prepared in one piece with the squares for cutting marked off. In each of the cardboard boxes was a tin cutting tool which was used to chip off a tablet sufficient for each brushing. The user crushed the tablet against the teeth and brushed with a moistened brush. Apparently the former practice had been for each person to dip his brush into a community powder box for the labels on the Dr. Lyon's box pointed out the sanitary fact that by using the individual tablets "any number of persons can use from the same box with neatness and propriety."

About 1870 Dr. Lyon decided that the tablets required a bit too much effort to pulverize for already the world was beginning to be conscious of speed and convenience. Consequently, he prepared the dentrifice in powder form and distributed it in bottles with a spoon attachment at the end of a rod on the stopper for measuring purposes. Later he introduced the telescope can which enable the user to measure the necessary amount by filling the neck of the can and then pouring it out through an oval opening. This was considered a revolutionary step forward.

In presenting the product to the public, Dr. Lyon employed most of the methods which are used in this modern age of merchandising. His business was launched upon the basis of authentic testimonials. He distributed samples to dentists throughout the country. He used advertising which embodied everything from reading notices to package inserts. The reading notices and slogans sprinkled plentifully through the reading pages of newspapers referred frequently to the tooth powder as an "elegant toilet luxury."

New Cosmetic Line Made With Edible Fruits

A new plan for the production of complexion and make-up requisites, compounded entirely of edible fruit, nut and vegetable oils and ingredients, and containing no waxes, paraffin, spermacetti, or other insoluble materials, has been conceived by Edna Arthur, who organized her company just a few months ago at the Crossroads of the World in Hollywood. So favorable has been the response to these preparations that more than twenty studios have already been established in eleven western states, and additional studios will be opened as rapidly as reputable divisional superintendents can be found.



Edna Arthur

Close association with motion picture activities as a member of the famous Smith family, founders of Vitagraph, provided Edna Arthur with opportunity for first-hand study and experience with complexion problems of movie stars. Assisting Miss Arthur in her work are Thos. T. MaComb, M.D., Los Angeles Hospital Staff Physician and specialist in skin disorders, and Max S. Dunn, Ph.D., University Professor and internationally known authority in chemical research.

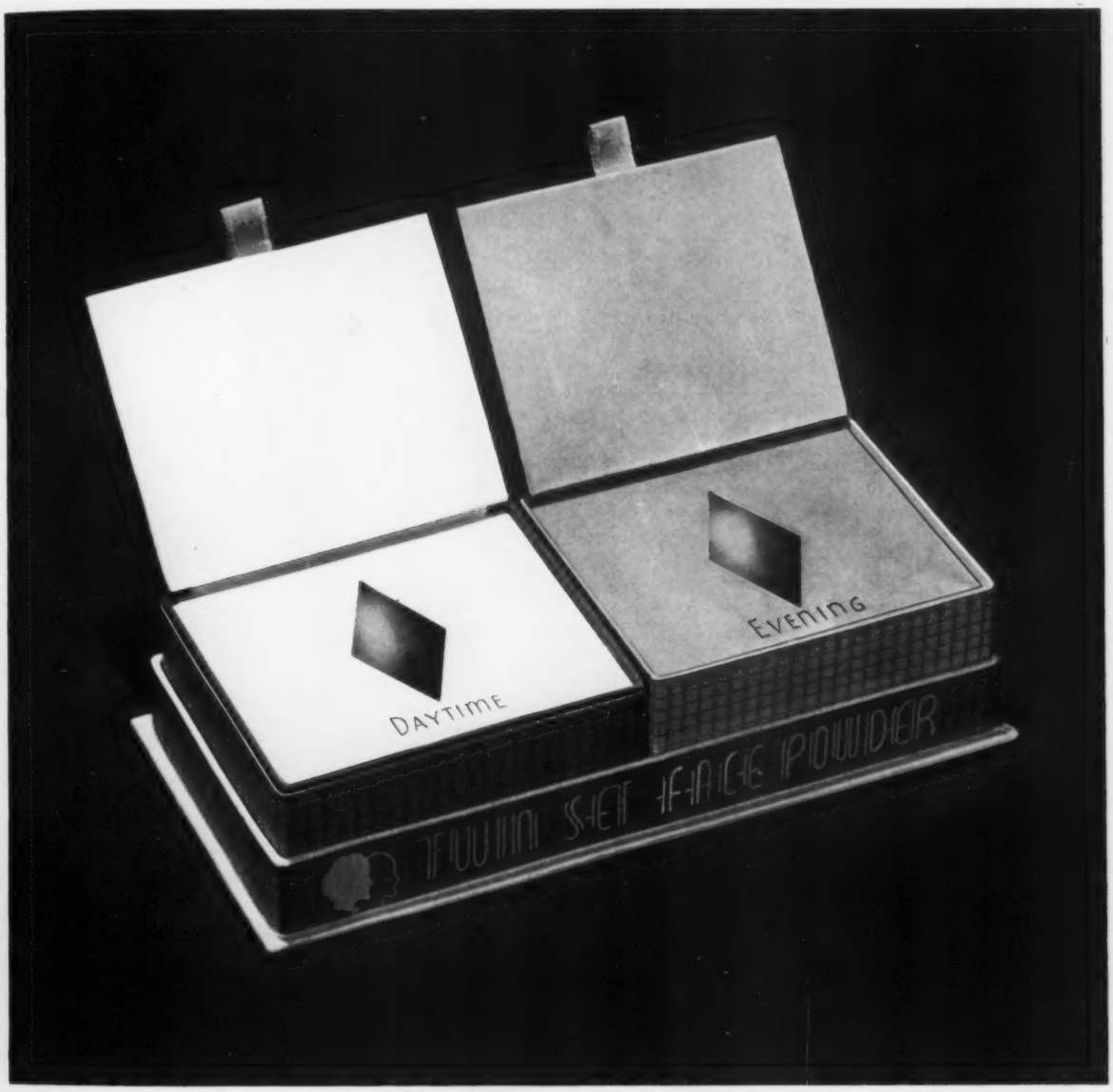
The development, production and introduction of the Edna Arthur cosmetics has been under the direction and supervision of Dr. O. B. Fredburg, graduate in Osteopathy, Electrotherapy and Dietetic Science. Dr. Fredburg has specialized in the field of beauty culture for twenty years and was dean of three schools of beauty culture.

An extensive advertising program, including national publications and radio presentations, is now being planned by the Myrt Blum Agency under the direction of Roger Whately.



Edna Arthur Salon in Hollywood

ALL Rowell-manufactured boxes are well made . . . sturdily constructed . . . nice to feel, handle, use. We invite you to submit your designs and specifications for powder and perfume boxes. You'll find we can serve you with complete satisfaction. ¶ Illustrated is a two-compartment package for two shades of powder. This consists of a substantial outer box and two individual inside boxes (which both have a hinge lid.)



E. N. ROWELL CO., INC. BATAVIA NEW YORK

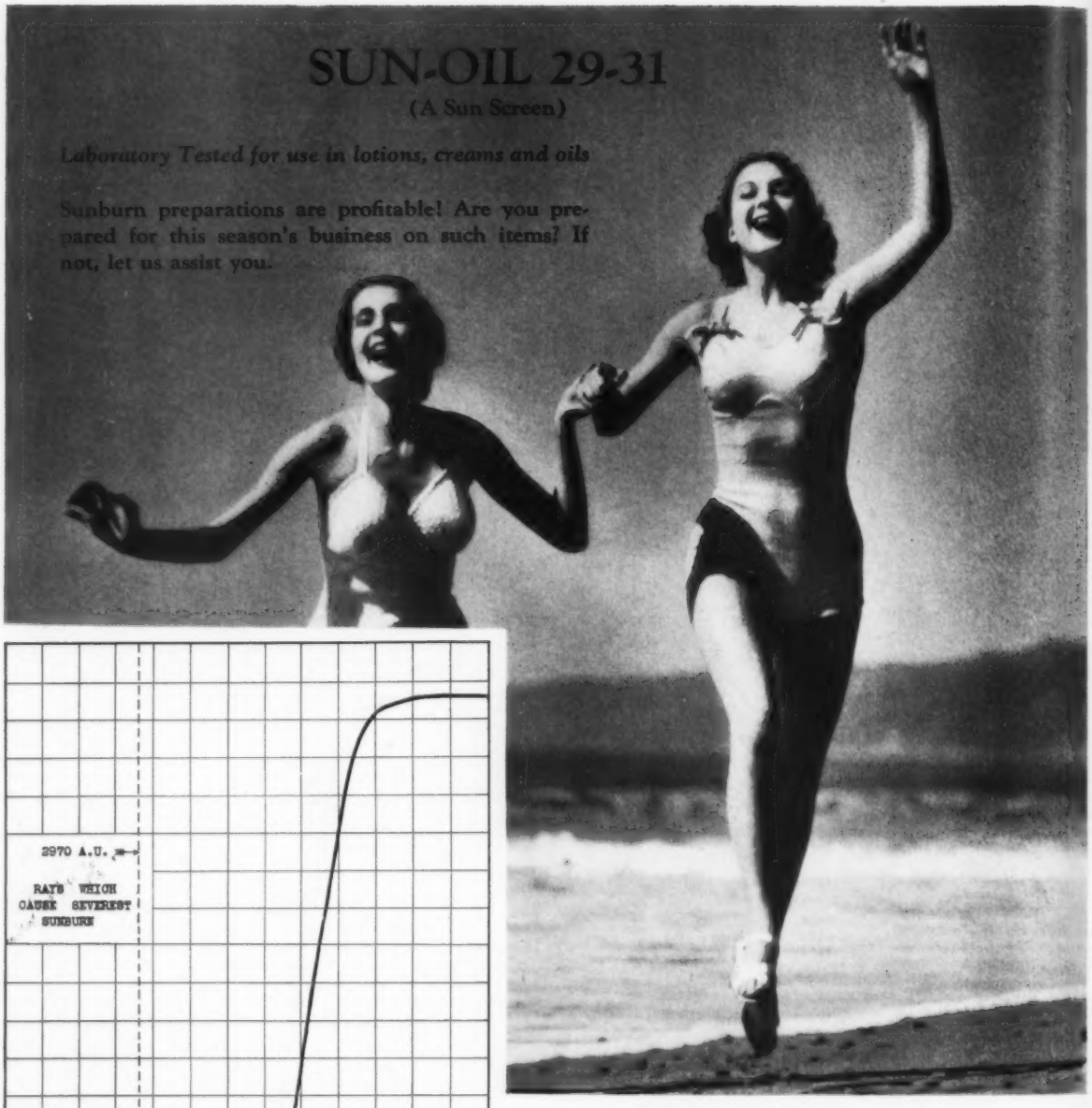
New York Office: SEWELL H. CORKRAN, 30 East 42nd Street	Phone: MUrray Hill 2-3447
Chicago Office: HAROLD G. MacKAY, 444 West Grand Avenue	Phone: SUperior 1676
Hollywood, Cal., Office: C. H. E. DUNN, Guaranty Bldg., 6331 Hollywood Boulevard	Phone: Hollywood 0111
Boston Office: H. P. TUCKER, 52 Chauncey Street	Phone: Hancock 0398
St. Louis Office: THE DICK DUNN CO., Merchandise Mart Bldg., 12th Blvd. & Spruce St.	Phone: Central 3544
Detroit Office: H. E. BROWN, 2842 West Grand Boulevard, 319 Curtis Building	Phone: Trinity 2-0191

SUN-OIL 29-31

(A Sun Screen)

Laboratory Tested for use in lotions, creams and oils

Sunburn preparations are profitable! Are you prepared for this season's business on such items? If not, let us assist you.



SUN-OIL 29-31

(A Sun Screen)

FOR EFFICIENCY AND SAFETY

LET US PROVE TO YOU THAT THIS SUN SCREEN LIVES UP TO PROMISES—WRITE US TODAY

•

We carry a Complete Line of Odors for Use in Anti-Sunburn Products

•

SAMPLES AND PRICES ON REQUEST



CHARLES FISCHBECK CO. INC.

• Backed by Over a Quarter of a Century of Experience

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NEW YORK

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CHARLES FISCHBECK CO. INC.
NEW YORK

HERE and THERE

▶ Dr. Ivor Griffith has been elected dean of the College of Pharmacy of the Philadelphia College of Pharmacy and Science. He was formerly assistant dean and professor of theory and practice of pharmacy and was editor of the *American Journal of Pharmacy*. Dr. Griffith was born in North Wales but came to the United States at an early age. In 1910 he entered the Philadelphia College of Pharmacy and was graduated from it in 1912.



Dr. I. Griffith

▶ George S. Bross, treasurer of the Wrigley Pharmaceutical Co., manufacturers of Spearmint toothpaste, and president of Weldona, Inc., Atlantic City, N. J., and Mrs. Bross are being congratulated on the birth of twin girls January 5.

▶ Arthur J. Neppel, formerly sales representative for the Sherwood Petroleum Co., Brooklyn, N. Y., in the metropolitan territory, has been made manager of the Chicago office of the company.

▶ Dr. Alexander Katz, director of the Pacific coast branches of the Florasynth Laboratories, Inc., was in New York last month to confer with his associates. He left by airplane, January 22 and spent some time in Chicago and from there flew to Salt Lake City where he was scheduled to make an address before the Rotary Club of Ogden, January 26. The subject of the latter was the "Citrus Oil Situation in Europe and Other New Developments in Our Industry Abroad."

▶ C. F. Booth, director of the perfumery division of Fritzsche Brothers, Inc., returned recently to New York headquarters after a week's stay in the middle west. During his trip, Mr. Booth enjoyed a number of pleasant and worthwhile contacts with customers and friends in allied lines. He found, he said, that the average business man out there seems not so much concerned with developments in Washington as those elsewhere. He is proceeding optimistically with well laid plans, and in many cases fixed programs for expansion, demonstrating in a very practical way his confidence in the future and in the prospects for 1938 in particular.

▶ Edward F. Glacken has been appointed eastern district sales manager of the Owens-Illinois Glass Co. Mr. Glacken became a part of the Owens-Illinois Glass Co. when the properties of the Atlantic Bottle Co., of which he was president, were acquired in 1930. H. P. Blodgett has been made assistant to Mr. Glacken.

▶ John A. Hamill has been appointed director of the promotion and new markets department of the Peerless Tube Co., Bloomfield, N. J. Mr. Hamill brings to his task a well rounded experience of two and a half years as cosmetic buyer for two leading department stores, three years of sales promotion experience with a large English mail order and retail organization and seven years as president of a cosmetic and toilet goods manufacturing concern as well as several years of research and survey work of retail markets.

▶ Herman Brooks, president of Coty Inc., sailed on the *Aquitania*, January 26 for France. He will return with B. E. Levy, chairman, February 21.

▶ Mrs. Joan Clair Gelb, president of Clairol, Inc., New York City, served as chairman of the national beauty division of the committee for the celebration of President Roosevelt's birthday.

▶ Louis Spencer Levy, former publisher of the *American Perfumer* and Mrs. Levy who have been spending some time visiting the art galleries in Florence and Rome, including those at the Vatican have left for Sicily. While in Rome they experienced a little of the European cold wave but, unlike the eastern United States, the temperature did not go below zero. On their return from Sicily Mr. and Mrs. Levy plan to visit Orvieto, Perugia and Siena.

▶ G. Keller, general manager of Schimmel & Co., New York, will return from a two months' trip to Germany, France and England, about February 15.

▶ Robert T. Kennedy, formerly manager of the Chicago office of the Sherwood Petroleum Co., Brooklyn, N. Y., has returned to the main office of the company where he will serve as assistant to the vice president.

▶ Benson Storfer returned on the *Rex* February 1.

▶ Maurice Levy and Mrs. Levy returned from Europe on the *Normandie*, February 3.

▶ Cecil Smith, president of Yardley & Co., who has been enjoying a cruise on the *Empress of Australia*, is expected back February 17.

▶ Robert Platt, chemical engineer, has been appointed Chicago representative for F. J. Stokes Machine Co., manufacturers of water stills, high vacuum pumps and other auxiliary equipment for the manufacture of toilet preparations and pharmaceuticals. Mr. Platt, who is thoroughly familiar with production problems as well as all types of equipment used in this industry, will maintain offices at 20 North Wacker Drive, Chicago.



Robert Platt

▶ Jay H. Schmidt, president of Special Toiletries Corp., New York City and Mrs. Schmidt have returned from a vacation trip through the south which took them as far as Miami, Florida, across the Tamiami trail to the west coast and back by way of Chattanooga, a distance of 3,500 miles. While in Summerville, S. C., Mr. Schmidt went dove shooting with Chalmers B. Miles.

▶ Carl Schmid, president of Julius Schmid, Inc., New York, N. Y., attended the Southwestern Druggists' convention in Dallas, Texas, on his way to California where he was a guest of the California Cosmetic Association at its January 12 meeting.

HEINE & CO.

NEW YORK

52-54 Cliff Street

Telephones BEekman 3-1535-1536



NATURAL & ARTIFICIAL

FLOWER PRODUCTS

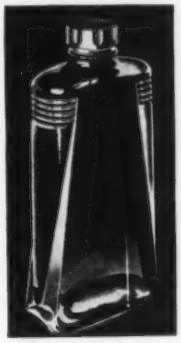
AROMATIC CHEMICALS

AND ESSENTIAL OILS

NEW PRODUCTS and PROCESSES

New Stock Bottles

A new stock line of bottles known as the Chesapeake oval has been put on the market by the Maryland Glass Corp., Mt. Winans, Baltimore, Md. The new bottle is attractively styled, provides space for a conventional or special shape label, is balanced easy to grip and packs readily.



Chesapeake Oval Bottle

It is available in ten standard sizes from ½ oz. up to make it suitable for a line of related products or an assortment of miscellaneous items. The finish is continuous thread, G. C. A. 400. Black double shell caps are available for the bottles.

Transparent Bottle Caps

Transparent bottle caps in green, amber and ruby red and colorless molded with Bakelite polystyrene are



These Caps May Be Had in Colors

announced by the Victor Metal Products Corp., Brooklyn, N. Y. The closures it is pointed out are adapted for toiletries and it is added they do not react chemically with alcohol or other ingredients used in making toilet preparations and perfumes.

New Parento Products

Compagnie Parento, Croton-on-Hudson, N. Y., is offering three new products whose fragrance is suggestive of the sunny South of use to manufacturers of toilet preparations in various way. The products include Southern Lilac, Magnolia Parento and Clover Parento all of which were created in the laboratories of the company.

New Bottle Cleaner and Filler

A new type, low priced air cleaner and vacuum filler for bottles of all sizes is announced by the Alsop Engineering Corp., Milldale, Conn. The bottles are cleaned by a blast of compressed air under 75 lbs. pressure which blows out all dust, pieces of glass and other foreign particles usually found in new bottles after they have been shipped in corrugated containers, according to the manufacturer's description. The filling of the liquid is by vacuum to fill every bottle even without drip or waste and at the same time reject bottles which might have pin holes or cracks.

The operation is simple. On a 12 spout machine, the operator puts the bottles on the conveyor belt, then moves an air valve which causes the belt to instantly move the bottles into position. A second air valve is then moved which causes the spouts to come down into the bottles. The first six bottles are cleaned by the compressed air blast, and the second six are filled at the same time.

While the bottles are filling, which takes about 8 seconds for six quarts, the operation puts six more bottles on the conveyor, and repeats the operation. Thirty quarts per minute may be handled in this way with one operator. Other size bottles both smaller and larger are cleaned and filled with corresponding speed.

This machine, the makers state, has been tried and proven under actual working conditions on production lines in several plants handling diversified liquid products.

A bag on the machine collects the dirt. In a test, a handful of dirt spotted with small glass pieces, was removed from 2,000 pint bottles.

The same air that cleans the bottles activates and runs the stainless steel link conveyor belt and moves the filling and cleaning spouts up and down as the bottles pass under them.

Uses for Vials Increasing

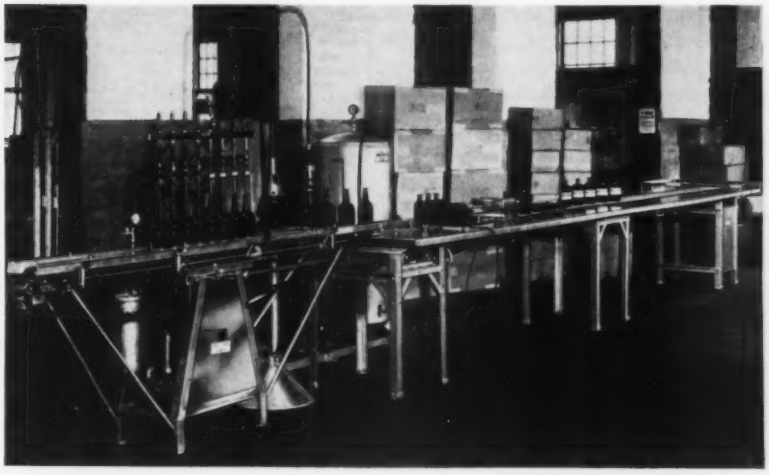
Perfumes, cosmetics and pharmaceutical products sampled or packaged in glass vials find favor with discriminating women who like to carry their beauty essentials with them, according to the Kimble Glass Co., Vineland, N. J.

Hundreds of nationally-known articles—ranging from face powders and exotic "odoeurs" to manicuring aids and nicotine stain removers, are today packaged in a variety of Kimble crystal vials, it states. Scores of modern closures and labelling effects are adaptable to these dainty glass containers, resulting in a handy, attractive and thoroughly practical package.

Mattolin for Stearate Creams

The difficulty of securing the necessary skin mat in the making of stearate creams may be overcome with "Mattolin" according to the

(*Continued on page 77*)



New Alsop Low Priced Cleaner and Vacuum Filler for bottles of all sizes

THESE MAY *BE* JUST THE BOOKS YOU NEED

PRODUCTION, MANUFACTURE AND APPLICATION OF PERFUMES OF ALL TYPES by William A. Poucher, Ph. C. New 5th Edition. Gives complete working knowledge of up-to-date perfume manufacture. Hundreds of valuable formulas with complete directions. Covers in full the methods of production of perfumes, their chemistry, odor analysis, selection for various purposes, and compounding from various materials. Complete monographs explain all the floral perfumes, giving for each one—the botanical varieties, odor classification, chemical composition, suggestions for compounding, the best compounding ingredients (bases, blenders, modifiers, fixers, florals, and aldehydes). Representative formulas for each perfume give you the widest choice of variations to meet every commercial need. Additional chapters give many new formulas for fancy perfumes, toilet waters. Illustrated. 426 pages ..... Price $8.25 Postpaid

MODERN SOAP MAKING by Dr. E. G. Thomssen and C. R. Kemp The first entirely original American book on soap manufacture in 20 years. Thoroughly covers every phase of soap manufacture and glycerine recovery. Written by practical soap men, a truly practical book. Raw materials. Machinery and equipment. Soap making methods. Soap products. Glycerine recovery and refining. Recovery methods. Appendix containing all needed reference tables, constants of oils and fats, alkali values, conversion tables, U. S. Government specifications for various soap products, etc. 550 pages . Price $7.75 Postpaid

TREATMENT OF COMMON SKIN DISEASES by Herman Goodman, M. D. Statistics on a million reported cases of skin ailments. Basic instructions in the anatomy and physiology of the skin, hair and nails (and their condition in health and disease). Pictures of the most common skin diseases and conditions brought about by parasites. Formulae from shampoo to lotion, from diet to prescription. The most practical skin book in a decade! 350 pages, 72 illustrations, 300 tested formulae ..... Price, $5.15

FLAVORS AND ESSENCES by M. H. Gazan A new-type formula book. Gives brand-new formulas, most of which have never been published before. Each formula carefully tested. Each product is highly concentrated, very soluble, may be kept several years without change or deterioration. Except for a few, no equipment required. All raw materials obtainable in the open market. Every formula may be used freely by every purchaser of the book. Formulas are so new, so valuable, they offer a real commercial advantage—include fruit flavors and essences for manufacturers of confectionery, syrups, mineral waters, ice creams, custard powders, etc.; fruit ethers for boiled goods and sweets; wine flavors for distillers, confectioners, etc.; oil compounds, herbal extracts. Price $10.20 Postpaid

COSMETIC DERMATOLOGY by Herman Goodman, M. D. 54 chapters covering the field from acne to vitamins and hormones. Price $6.70 Postpaid

Order the books you want today. Use convenient coupon. We pay postage on orders accompanied by remittance. Postage on foreign orders is extra.

BOOK DEPT.
ROBBINS PERFUMER COMPANY, Inc.
9 East 38th St., New York City, N. Y.

Enclosed find check (or moner order) for the following books: (mark books wanted)

- ☐ Cosmetic Dermatology ($6.70)
- ☐ Treatment of Common Skin Diseases ($5.15)
- ☐ Prod., Manu. & Applic. Perfumes ($8.25)
- ☐ Modern Soap Making ($7.75)
- ☐ Flavors and Essences ($10.20)

Name ..... *Position* .....

Address ..... *Company* .....

City and State .....

(*Continued from page 75*)

General Drug Co., New York, N. Y. This product, it is stated, is an odorless, neutral body and is an ester of a high molecular fatty acid and when added to ordinary stearate creams it imparts not only the mat effect on the skin but also produces better consistency in the cream and a better capacity for emulsification. Further details about it as well as suggested formulas may be had from the manufacturers.

New Combination Filler

A combination bottle cleaning and filling machine for bottles from ¼ oz. to gallon capacities and with four to fourteen stems is announced by the Karl Kiefer Machine Co., Cincinnati, Ohio.

New Bearing Guard Mixer

A new bearing guard mixer to end the possibility of damage to the bearings from corrosive or abrasive materials used in the tank is announced by the Mixing Equipment Co., Rochester, N. Y. A new principle of stuffing box design features the mixer. A hollow cylinder open at one end is permanently attached to the shaft with the open end pointing towards the outside of the tank; and the outer surface of the cylinder operates in a stuffing box. Extending from the outside of the tank into the hollow cylinder is a suitable bearing member. Hence the stuffing box and forward bearing occupy the same linear dimensions yet are mechanically separated. It is furnished for V belt and other conventional drives and the motor is mounted separately on its own supporting base.

New Perfume Bases

New aids to the perfume chemist in the form of bases, each of a distinct characteristic note known as Osmodors are being introduced by Schimmel & Co., 601 W. 26th St., New York, N. Y. The new bases, it is pointed out, are not finished compounds but are designed to enable the user to achieve a variety of combinations to suit his own requirements.

They are useful, it is stated, in lending definite notes to all compositions and also for restyling established compounds to meet with latest trends. These Osmodors, the company adds, of which there are 41, are built up on a variety of aromatic bodies, many of them developed in the Schimmel laboratories.

New Portable Mixer

A new aluminum portable mixer in sizes from ⅛ to 5 h.p is offered by the Patterson Foundry & Machine Co., East Liverpool, Ohio. The makers state that the entire unit is of polished aluminum and no paint is used. A specially built aluminum motor designed for continuous duty is a feature. It has two propellers which are adjustable on a rigidly supported propeller shaft.

New Absorbent Tough Paper

A new wrapping paper which is claimed to be both absorbent and tough when wet has been developed by the H. P. Smith Paper Co., Chicago, Ill. It may be sloshed around in water and washed with soap and water and boiled; but it does not, the manufacturers state, fall apart or disintegrate. It is offered for any purpose where such properties are desired.

NEW PUBLICATIONS

Unless otherwise stated, copies of any of the material mentioned in this section may be secured by writing direct to the company.

☐ **How Organic Chemicals are Made** in the Delawanna, N. J. plant of Givaudan-Delawanna, Inc., New York, N. Y. is told in an interesting way in the latest issue of the "Givaudanian," under the title "Chemistry . . . Not Magic." This article has also been reprinted in a four-page leaflet for general distribution.

☐ **Flower Oils and Perfume Compounds,** essential oils, aromatic chemicals, flavors and other basic materials offered by Schimmel & Co., 601 W. 26th St., New York, N. Y., are listed in the first quarter 1938 price list.

☐ **Latest prices of Merck industrial chemicals** are given in the 36 page price list just issued by Merck & Co., Rahway, N. J.

☐ **The 48 page Magnus, Mabee & Reynard, Inc. price list** and catalogue for January and February in addition to listing the numerous perfuming and flavoring materials offered by the company contains interesting little discussions of the company's policy. It also states that the company will be located in its new all glass brick building at 16 Desbrosses St., New York, N. Y., April 15.

☐ **Latest wholesale prices of the Dodge & Olcott Co.,** 180 Varick St., New York, N. Y., are given in the price list of essential oils, flavors, oleo resins, vanilla, aromatic chemicals and kindred products for the perfumery, soap, drug and food industries which was recently issued.

☐ **The plant of Innis, Speiden & Co.** at Niagara Falls, N. Y., where "Isco" chemicals are produced, is illustrated in the latest issue of "Isco News." Specialties for cosmetic and pharmaceutical manufacturers are listed and briefly described.

☐ **Mixers to disperse, grind, dissolve and emulsify** is the way the Abbe "Lenart" mixers made by the Abbe Engineering Co., New York, N. Y., are described in Bulletin 43 of that company. The manufacturers state that there is a size and type of these mixers for every material. The features of the mixers are adequately explained and illustrated in the bulletin.

☐ **"Securing Protection Against Sunburn"** is the leading article in the latest issue of "Progressive Perfumery and Cosmetics, edited by Dr. S. Isermann and published by Van Dyk & Co., Jersey City, N. J. Other articles in the issue are "Improving the Soap Shampoo" and "What to Avoid in Perfuming Lipsticks."

☐ **Chemicals in lots of one ounce to original packages** used by chemists and manufacturers of cosmetics, pharmaceuticals, soap, etc., are listed in the latest price list of the R. F. Revson Co., 91 Seventh Avenue, New York, N. Y.

CONSTANT RESEARCH

has enabled DUVAL to sell its products to an ever-increasing clientele.

To makers of

Toilet Preparations	Flavoring Extracts
Food Products	Insecticides
Dentifrices	Soap, etc.

We earnestly solicit your inquiries for spot goods or on contract for future delivery on *Essential Oils, Aromatic Chemicals*, and all other Perfume and Flavor Materials that you may be using in your products.

•

Here are a few testimonials received on Rose Paris

". . . I'd like you to know that I am delighted with both of them. Am particularly enthusiastic about the *Rose Paris* and predict for you a great run on this. In my judgment it is a better product than some others are selling for double the price you ask for this."

•

Oil Bouquet D'Orient

for Face Powder

"This has just come through from our powder manufacturer and we are more than delighted with it."

•

Oil Dentifrice

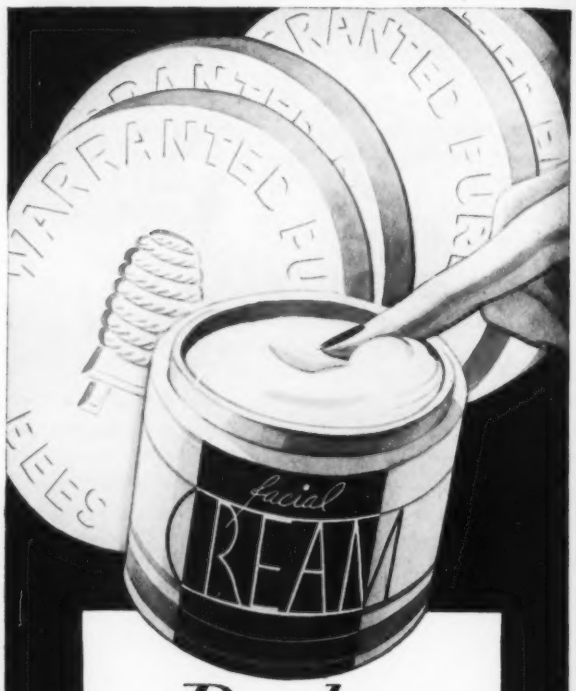
"Your developing of the flavor for our dental powder is a marvellous achievement. We know of no one who could duplicate your result; in fact we tried other houses before being referred to you.

COMPAGNIE DUVAL

121-123 E. 24th Street, New York, N. Y.

STuy-9-2261-2

FINE CREAMS REQUIRE PURE WHITE BEESWAX



Beehive BRAND

● Pure white beeswax will produce a fine-textured, white cream which will win and hold your customers.

Beehive Brand Beeswax is refined from the best of crude beeswax by methods at once traditional with Will & Baumer and yet scientifically modern. Beehive Brand Beeswax is sun-and-air bleached in our own modernly arranged and equipped bleachery. Because of its superior quality, smaller quantities can be used with improved results.

If you are interested in investigating the possibilities for improvement in your products, just write for further information to:

Department A-3

WILL & BAUMER CANDLE CO., INC.

Established 1855 Syracuse, New York

Spermaceti Ceresine Yellow Beeswax
Composition Waxes Hydistear Red Oil Stearic Acid

REVIEWS OF TECHNICAL BOOKS

☐ MANUAL OF BIOLOGICAL ASSAYING. *James C. Munch. 8½ x 11 inches. Charts and illustrations. 180 pages. J. B. Lippincott Co., Philadelphia. 1937. Price $2.00.*

One of the few books on bioassays to consider official and unofficial methods, from the point of view of the success or failure of the tests with their respective causes.

Dr. Munch is Professor of Pharmacology and Bioassays at Temple University School of Pharmacy, and has prepared this book for the student, teacher and bioassayist.

There are about 30 assays given, with complete directions for carrying out the same. Sample reports with additional blank forms are supplied, so that bioassayists can know exactly what and how to report results.

This book should find wide acceptance among those workers doing bioassays, particularly because the last chapter evaluates mathematically the results obtained. Vitamin Assays are included. Bibliography and summary complete the book.

This reviewer feels that it will surpass the expectations of the author.

M. G. DE NAVARRE

☐ HANDBOOK OF CHEMISTRY. *Edited and compiled by N. A. Lange, assisted by G. M. Forker. Second edition. Fabricoid binding. 1802 pages. 5⅜" x 7¾". Indexed. Handbook Publishers Inc., Sandusky, Ohio. 1937. Price $6.00.*

It is almost impossible to give a thorough review of any handbook in the space allowed. Accordingly, this reviewer will touch on those phases of the book that are of cosmetic interest. This revised and enlarged edition of a former popular handbook, is bound in durable fabricoid of flaming red color, to make it easy to identify.

Early in the book is given a list of hazardous chemicals; very useful. This is shortly followed by the section on physical constants for inorganic compounds. Valuable is the section on organic ring systems. Names and formulas for organic radicals are given. The pages and nomenclature on organic chemistry are adequate. The part on organic compounds and their physical constants is serviceable, and quite complete. The division on alkaloids is good to have. This is followed by several pages on physical and chemical properties of resins. The pages of trade names with synonyms and formulas are handy. The additional 164 pages on the refractive index of solids and liquids over those in the first edition are practical and usable. Twenty-four pages are devoted to wave length of the principal lines in the emission spectra of the elements. Eleven pages on electrometric determination of pH are helpful. New data on organic reagents for inorganic analysis will find many applications. Tables of densities of aqueous solutions of various chemicals are incorporated. Novel are the data on surface tensions of aqueous organic solutions and various interfacial tensions of liquids. Sections on Physical Chemistry, definition of chemical terms, pharmaceutical preparations and therapeutic uses are befitting inclusions. Conversion tables and many other data too numerous to mention, are included. The variety and nature of the data within the covers is so great, that one can find practically anything needed by any chemist. The type is readable. Pages are thin. Not a pocket book, but a regular sized volume. The largest of the handbooks, with an index to over 2700 entries. Thirteen sections carry major revisions; sixteen new tables and sections; sixteen minor revisions of tables.

This reviewer recommends it as a handy, durable, legible, authoritative handbook on any phase of chemistry used in industry. He is glad to replace his copy of the first edition with this new, revised and enlarged second edition. M. G. DE N.

☐ TEXTBOOK OF INORGANIC PHARMACEUTICAL CHEMISTRY, *by Chas. H. Rogers. Lea & Febiger, Philadelphia. 724 pages, illustrated. 6 x 9½ inches. 1936, price $7.00.*

Dr. Rogers' second edition of the best known inorganic pharmaceutical text book on chemistry was brought out to include the changes, deletions and additions to the U. S. P. XI and the N. F. VI. Changes in commercial methods of manufacture have also affected the contents. The book is composed of 49 chapters, and these are listed under fourteen different headings. Illustrations, charts, and chemical equations of reactions involved, are included.

Most of the chemicals considered are described as follows: title, formula, properties, tests for identity, commercial methods of manufacture, assay, pharmaceutical preparations and uses. Many organic chemicals with inorganic elements or radicals attached, are considered along with straight inorganic substances.

Certain statements made in this book, are questioned. For instance, the one that "Zinc oxide is a mild antiseptic." A similar statement regarding the antiseptic action of zinc stearate and bismuth subnitrate is questioned.

A word about the dangers of bismuth subnitrate for oral use, could have been included. Additional information and assay data on cerium salts should be worthwhile. A caution on the use of aluminum chloride in deodorants would be valuable. Ammonium sulphite, a valuable chemical in the making of permanent waving solutions, is not mentioned. Magnesium oxide and carbonate carry no mention of their usefulness in toiletries. Magnesium stearate is not mentioned at all.

These are minor faults, if they be that. On the whole, Dr. Rogers has an interesting and useful book on inorganic chemicals of pharmaceutical and cosmetic interest. This reviewer recommends it.

M. G. DE N.

☐ NEUERE SULFONIERUNGSVERFAHREN ZUR HERSTELLUNG VON DISPERGIER, NETZ UND WASCHMITTELN, *by A. van der Werth and F. Muller. Published by Allgemeiner Industrie-Verlag, Knorre & Co., K-G., Berlin, Germany. Price: RM 9.60., 1935.*

This unusual book, written in German, is divided into four chapters or sections. The first deals with sulfonated mineral oils. The second, with the aromatic sulfonated products. The third, with sulfonated fatty acids, their esters and derivatives. The fourth with various different sulfonated products.

This book is a review of patents issued in the United States, England, France, Germany, Switzerland and other countries, on various sulfonated products. Each chapter or section carries a brief description of the patents that follow. M. G. DE N.

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Q & A

This department is devoted to answers to inquiries submitted by our readers. We invite members of the industry to avail themselves of this service. Answers will be published as rapidly as space permits. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

169.—NAIL POLISH REMOVER

Q. Do you have or know of a formula for an oily nail polish remover that will not evaporate too quickly?—F. P. C., Illinois.

A. First we suggest you read the article on "Manicure Specialties" by Auch in our January 1937 issue. Castor oil or distilled pine oil added to your present solvent mixture to the extent of 2 to 3 percent will in itself retard evaporation. If your present solvent mixture still evaporates too quickly we suggest the following: Add a high boiler such as butyl or amyl alcohol or corresponding acetate in quantity sufficient to retard evaporation to the desired extent. Otherwise start from scratch with a good quick nitro cellulose solvent such as ethyl acetate and add sufficient of a single high boiler or mixture thereof to retard drying to the desired extent.

170.—COLORING COLOGNE

Q. What can I use for coloring eau de cologne blue? Have you any formula for a good soapless shampoo? If you have one, please state it in ounces. What kind of oil can be mixed with petroleum oil?—V. H., Canada.

A. Go to your local color and dyestuff supplier, who will be glad to sell you a spirit soluble blue for your cologne. Tell him how much alcohol your product will contain, so he can give you the best dye. We have no formula for a soapless shampoo other than the one we have usually suggested. Try mixtures of sulphonated castor oil and olive oil, in which you can dissolve up to 5% mineral oil. This makes a nice soapless shampoo, but it will not foam. For more particulars, write in for the Wetting Agents Bulletin which describes this type product more completely. Any oil will mix with mineral oil (we presume that is what you mean by petroleum oil) except castor oil.

171.—LIQUID FACE POWDER

Q. We are interested in getting a formula for liquid face powder and would greatly appreciate any suggestions you may have.—F. W., Calif.

A. We offer you the following, not as a complete formula, but as a type product, which we hope you elaborate further.

Zinc Oxide	10 parts
Ppt. Chalk	5 "
Kaolin Colloid	5 "
Water and perfume to	100 "

Probably the best perfume to use is a rose compound of some sort. You can use alcohol to hasten drying, or glycerine to slow it up. To get less covering power, reduce the zinc oxide as desired.

172.—SPORTS CREAM

Q. I am taking this opportunity of using your Q & A Department to bombard you with questions. I would greatly appreciate any information and fromulas related to the following: (a) corn solvent, (b) sports cream, (c) dog preparations.—J. J. England.

A. We can't help you on corn solvent or on dog preparations, as both items are out of our field. As for sports cream, you can try any of the newer emulsifiers together with a moderate amount of mineral oil and other emollient ingredients. An example of this type of product might be as follows:

Emulsifier	12 parts
Mineral oil	10 "
Cetyl alcohol	3 "
Water to make	100 "

Perfume and color to suit

Place all the ingredients in the heated kettle, and bring to a boil. Place on an emulsifying machine, and stir until cool enough to perfume.

173.—CREAM FORMULAS

Q. In Q & A you gave a recipe for vanishing cream, and we are pleased to inform you that this recipe has made us enthusiastic. Because of the quality of this finished vanishing cream we take the liberty to request recipes for cold cream, cleansing cream and foundation cream.—H. B. C., Rotterdam.

A. Try the following formula for cold cream:

Mineral oil	55 parts
Beeswax white	15 "
Borax	1 "
Water	29 "
Perfume qs	

Melt the fats and bring to 70° C. Dissolve borax in water and warm to 70° C. Add water to fats with rapid stirring. Perfume at 45° C. Try the following cleansing cream formula:

Ozokerite	20 parts
Light mineral oil	80 "
Perfume enough.	

Melt together. Perfume at 45° C, and pour. Add 5% cetyl alcohol to your vanishing cream, and you will have a foundation cream.

174.—CLEAR SHAVING LOTION

Q. I am giving you below a formula I use in the manufacture of shaving lotion. I let this stand for several days, chill over night and filter in a cool room. The product is crystal clear. Along comes a cold night and the product gets cloudy. As soon as the temperature rises the lotion becomes clear. Can you tell me what is wrong?—M. A., S. Carolina.

A. Your difficulty lies either in the perfume used, or the amount of alcohol present. Decrease your perfume and increase the alcohol content, and see if your product doesn't stay clear. However, you might also cut your menthol down to 1:1500, and if the cooling action is not sufficiently great, add 1 or 2% of alum.

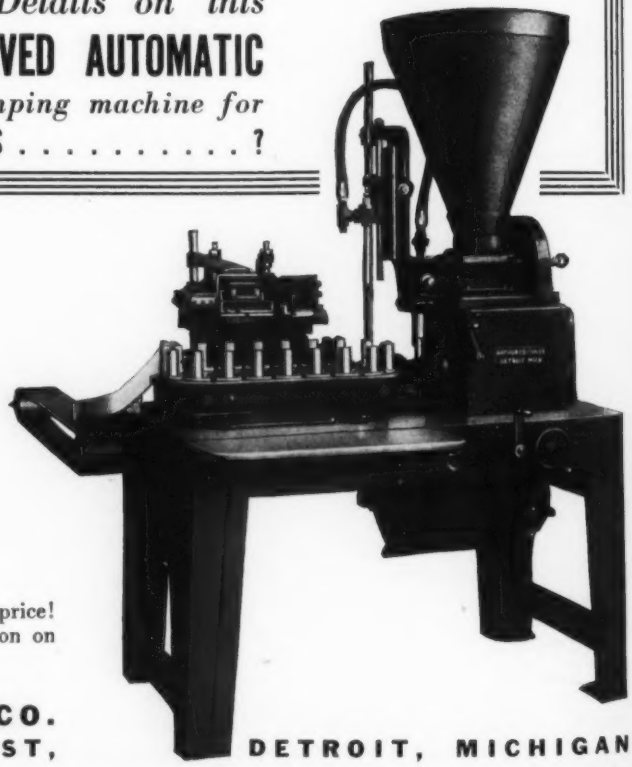
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NEW YORK MARKET

THE world situation, politically, commercially or financially is still very mixed and because of unemployment in many lines there is nothing in the nearby outlook that would indicate any unusual activity in chemicals, oils or specialties which go into the manufacture of perfumes, cosmetics or toilet preparations.

Suppliers of these raw materials are experiencing difficulty in doing business. Conditions in the Far East are considerably upset. It is still difficult to secure material from Spain, and the French Government has experienced another phase of its recurrent crises.

A slight improvement in business was noted over the past month following the pronounced setback that occurred during the closing weeks of last year. December is never a very active period, however, thus the upturn over the past month was not as great as the reports from some seemed to indicate.

Here and there prices turned slightly firmer, and the market picture as a whole displayed a greater amount of color. Vacant spaces appeared in consumers' stocks and the filling of these caused a fairly substantial turnover particularly during the first half of the period under review. In the first ten days, suppliers pointed out that they had received more orders than in the entire month of December.

Soap Oils

Soap oils were a little more interesting in character. Coconut displayed an upward trend at times owing to the strength of copra. Tallow sales were put through at slightly better prices. Greases were firmer in company with tallow.

Lemon Oil

Italian lemon oil registered a fairly sharp advance over the past month, though many regard the future as still very uncertain. Advices from Palermo indicate that prospects for heavy production of Sicilian oil during the current season coupled with sizeable world stocks are tending to depress the market. Independent producers of California oil withdrew some of the low prices that had been current in the market a month ago. Should the low price of $2.50 prevailing on California exchange oil be continued however, consumption of imported oil may suffer later on.

Bergamot Oil

Responsible sources in Italy estimate that the output of bergamot oil will be in the neighborhood of 700,000 Sicilian pounds or double that of last season. The quality, however, is not expected to be as good as usual. It is understood that the Consortium has reserved from 25 to 30 thousand pounds of high quality oil from last season which will be used to improve oil from the current crop.

Spice Oils

In the spice oil group such articles as cumin, coriander, mace, nutmeg and clove displayed a slightly easier tone. Prices on coriander are still far above normal, and this, it is pointed out, continues to influence consumption. The weakness in cumin and clove was largely brought about by a conservative consuming demand. The decline in French exchange served to influence some of the floral oils including lavender, geranium and vetivert.

Aromatic Chemicals

Aromatic chemical manufacturers seemed rather disappointed over the amount of business put through last month. Prices on these articles have exhibited a steady downward tendency even during the recent recovery. It is hardly conceivable therefore that this market will suffer any further decline except on those items which are more or less governed by fluctuations in essential oil, their raw material. Consumption of coumarin has continued at a low level without having an adverse effect on prices. Competition in artificial musks has been keen.

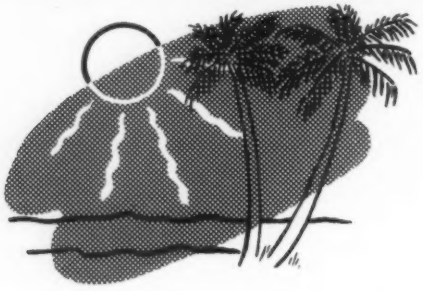
Outstanding in the drug and sundries group was the reduction in balsam copaiba. Demand has been limited, thus causing importers to press material on the market. Peru and Tolu were also unsettled. Following an extended period of weakness the gum Arabic market turned considerably firmer. The advance was fairly substantial at the source.

Demand for glycerine was spotty. Saponification displays a slightly firmer tone. Makers of the latter report that stocks are small. Little interest has been shown by refiners but there was a reasonably good demand noted for industrial purposes. Present prices on crude are out of line with those prevailing on refined. It remains a question whether the former will go higher or whether refiners will eventually be forced to lower their prices.

Soap Containing Silk

"Silk-soap," containing 5 per cent low grade silk waste, is now being manufactured and marketed in Germany, France, Switzerland and Czechoslovakia. So far the soap has been manufactured only for toilet and household use, and in an experimental form as a mouth wash, but it is claimed that it can be prepared in powder, cream, and liquid form and that it may be adapted to industrial uses. In the manufacture of "silk-soap" a low grade silk waste is employed which is stated to have little or no commercial value for other purposes and therefore does not add appreciably to the cost of production. (*Office of American Commercial Attache, Berlin.*)

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S. P. A.	2.10@	2.60
Sweet True	.70@	.80
Apricot Kernel	.30@	.35
Amber rectified	.48@	.55
Ambrette (oz.)	46.00@	
Amyris balsamifera	3.00@	3.25
Angelica root	75.00@	
seed	90.00@	
Anise, U. S. P	1.20@	1.30
Aspic (spike) Span.	1.35@	
French	1.55@	
Balsam, Peru	5.50@	6.25
Balsam, Tolu, oz.	4.25@	
Basil (oz.)	2.40@	2.60
Bay	1.55@	1.75
Bergamot	3.95@	4.25
Birch, sweet	1.65@	3.25
Birchtar, crude	.15@	.18
Birchtar, rectified	.75@	.85
Bois de Rose	1.55@	2.10
Cade, U. S. P.	.50@	55
Cajeput	.65@	.75
Calamus	3.00@	3.50
Camphor "white"	.17@	.21
Cananga, Java native	1.65@	1.85
rectified	2.15@	2.85
Caraway	2.05@	2.20
Cardamon, Ceylon	30.00@	38.00
Cascarilla	55.00@	75.00
Cassia rectified, U. S. P	1.20@	1.30
Cedar leaf	.80@	1.00
Cedar wood	.24@	.26
Cedrat	4.15@	
Celery	9.00@	12.00
Chamomile (oz.)	5.50@	8.00
Cherry laurel	14.00@	15.00
Cinnamon	8.00@	25.00
Citronella, Ceylon	.40@	.47
Java	.48@	.54
Cloves Zanzibar	1.02@	1.10
Cognac	16.00@	20.00
Copaiba	.58@	.62
Coriander	25.00	Nom'l.
Croton	1.35@	1.45
Cubebs	2.75@	3.00
Cumin	6.75@	8.50
Curacoa peels	4.85@	5.25
Curcuma	3.00@	
Cypress	12.00@	
Dillseed	2.75@	3.75
Elemi	1.65@	2.00
Erigeron	2.50@	3.25
Estragon	32.00@	35.00
Eucalyptus	.45@	.55
Fennel, Sweet	1.25@	1.30
Galbanum	15.00@	
Geranium, Rose		
Algerian	3.85@	5.00
Bourbon	3.70@	4.25
Spanish	12.00@	
Turkish	2.40@	2.85
Ginger	8.10@	9.00
Grapefruit	2.20@	3.00
Conc.	24.00@	
Guaiac (Wood)	3.00@	3.25
Hemlock	1.05@	1.25
Hops (oz.)	8.50@	13.00
Hyssop	40.00@	50.00
Juniper Berries	1.15@	1.35
Juniper Wood	.50@	.60
Laurel	6.50@	8.00
Lavender, French	3.00@	6.50
Lemon, Italian	3.10@	4.25
Calif.	2.50@	
Lemongrass	.45@	.95
Limes, distilled	5.55@	6.00
expressed	8.75@	10.00
Linaloe	1.20@	1.30
Lovage	65.00@	72.00
Mace, distilled	1.25@	1.35
Mandarin	7.00@	8.25
Marjoram	6.30@	6.75
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Mustard, Genuine	8.50@	9.00
artificial	1.85@	2.10
Myrrh	10.00@	
Myrtle	3.35@	3.75
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Petale, extra	140.00@	155.00
Nutmeg	1.25@	1.35
Olibanum	5.00@	5.25
Orange, bitter	2.25@	2.60
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Italian	2.60@	3.25
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Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
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Patchouli	5.00@	8.00
Pennyroyal Amer.	1.65@	1.85
French	1.50@	1.65
Peppermint, natural	2.15@	2.30
redistilled	2.35@	2.65
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Pine cones	3.00@	
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Rhodium, Imitation	2.10@	3.25
Rose, Bulgaria (oz.)	5.50@	13.00
Rosemary, French	60@	.75
Spanish	.65@	.80
Sage	1.50@	1.85
Sage, Clary	25.00@	30.00
Sandalwood, East India	5.50@	6.00
Australia	4.75@	5.75
Sassafras, natural	1.00@	1.35
artificial	.35@	.39
Spearmint	1.70@	1.85
Snake root	9.50@	11.00
Spruce	1.05@	1.25
Styrax	5.75@	10.00
Thyme, red	.90@	1.35
White	.95@	1.40
Valerian	11.00@	12.50
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Clove	3.25@	5.00
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Lemon	15.00@	25.00
Lime, ex.	54.00@	72.00
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C. 9	25.00@	40.00
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C 11	17.50@	22.00
C 12	14.00@	25.00
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C. 10	38.00@	55.00
C 11	30.00@	45.00
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C 16 (so-called)	13.00@	
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Amyl Butyrate	1.05@	1.25
Amyl Cinnamate	2.50@	
Amyl Cinnamate Aldehyde	2.25@	3.75
Amyl Formate	1.60@	1.90
Amyl Phenyl Acetate	3.00@	5.55
Amyl Salicate	.55@	.75
Amyl Valerate	2.00@	2.40
Anethol	1.30@	1.70
Anisic Aldehyde	3.00@	3.25
Benzophenone	1.40@	1.75
F. F. C.	1.55@	1.90
Benzophenone	1.45@	1.75
Benzyl Acetate	.50@	1.05
Benzyl Alcohol	.75@	1.00
Benzyl Benzoate	.97@	1.80
Benzyl Butyrate	4.00@	6.00
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Borneol	1.75@	2.00
Bornyl Acetate	1.50@	5.00
Bromstyrol	3.85@	4.50
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyricaldehyde	12.00@	
Carvene	1.15@	
Carvol	4.00@	4.25
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	2.90@	3.40
Cinnamic Aldehyde	1.25@	2.00
Cinnamyl Acetate	7.50@	11.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	1.75@	2.80
Citronellal	.85@	1.65
Citronellol	2.00@	2.60
Citronellyl Acetate	3.50@	5.00
Coumarin	3.00@	3.50
Cuminic Aldehyde	27.00@	48.00
Dibutylphthalate	.29@	.35

(Continued on page 87)

KRANICH SOAPS

U.S.P. POWDERED CASTILE SOAP

•

POWDERED NEUTRAL SOAP

•

SHAMPOOS (*Liquid Only*)

COCONUT • OLIVE OIL • CASTILE

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CLARITY ASSURED

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Name .....

Address .....

City & State .....

(Continued from page 85)

Diethylphthalate	.26@	.35
Dimethyl Anthranilate	6.50@	8.50
Dimethyl Hydroquinone	2.40@	3.50
Dimethylphthalate	.50@	.60
Diphenylmethane	1.70@	2.25
Diphenyloxide	.75@	1.00
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	1.20@	1.75
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.30@	3.85
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.20@	2.35
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	9.50@	14.25
Eucalyptol	.65@	.75
Eugenol	2.20@	3.00
Geraniol, dom.	1.15@	2.85
Geranyl Acetate	1.70@	3.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.20@	3.00
foreign	2.35@	2.50
Hydratopic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.00@	6.50
Indol, C. P. (oz.)	1.90@	4.25
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	2.75@	5.50
Iso-eugenol	3.50@	3.60
Iso-safrol	2.00@	
Linalool	2.35@	4.75
Linalyl Acetate 90%	2.45@	3.75
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthol, Japan	3.15@	3.30
Synthetic	2.25@	3.00
Methyl Acetophenone	1.35@	2.10
Methyl Anthranilate	2.20@	2.30
Methyl Benzoate	.75@	1.75
Methyl Cinnamate	3.00@	3.75
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptine Carbonate	25.00@	28.00
Methyl Iso-eugenol	6.25@	11.50
Methyl Octine Carbonate	26.00@	32.00
Methyl Paracresol	3.00@	5.25
Methyl Phenylacetate	2.10@	2.75
Methyl Salicylate	.42@	.50
Musk Ambrette	3.90@	4.05
Ketone	4.05@	4.20
Xylene	1.15@	1.30
Nerolin (ethyl ester)	1.55@	1.80
Nitrobenzol	.15@	
Nonyl Acetate	46.00@	48.00
Octyl Acetate	35.00@	40.00
Paracresol Acetate	3.50@	5.25
Paracresol Methyl Ether	2.50@	3.50
Paracresol Phenyl-Acetate	7.50@	12.00
Para Cymene (gal.)	1.25@	1.65
Phenylacetaldehyde 50%	2.25@	4.75
100%	6.50@	9.00
Phenylacetic Acid	2.25@	4.00
Phenylethyl Acetate	2.95@	5.60
Phenylethyl Alcohol	2.75@	4.00
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	8.00@	12.00
Phenyl Formate	12.50@	18.00
Phenylethyl Propionate	9.00@	9.75
Phenyl Valerianate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alcohol	4.50@	8.35
Phenylpropyl Aldehyde	7.25@	11.50
Rhodinol	8.50@	18.00
Safrol	.60@	.70
Santalyl Acetate	22.50@	
Skatol C. P. (oz.)	5.25@	8.50
Styralyl Acetate	8.50@	13.00
Styralyl Alcohol	15.00@	20.00
Terpenyl Acetate	.80@	1.25
Terpineol, C. P.	.26@	.36
Thymene	.45@	
Thymol	1.55@	1.65
Vanillin (clove oil)	3.10@	3.25
(guaiacol)	3.00@	3.15
Vetiveryl Acetate	30.00@	38.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Para	1.25@	1.40
Angostura	2.50@	2.75
Vanilla Beans		
Mexican, whole	4.25@	4.60
Mexican, cut	4.10@	4.20
Bourbon, whole	3.60@	4.00
South American	4.00@	4.25

SUNDRIES AND DRUGS

Acetone	.04¾@	.06¼
Acid, muriatic, 18°, 100 pounds	1.50@	2.45
Sulfuric 66°, ton, drms.	28.00@	35.00
Alcohol, 190-pf. gal.	4.14@	4.68
Almond meal	.21@	.25
Aluminum chloride	.10@	
Ambergris, ounce	23.00@	30.00
Balsam, Copaiba	.30@	.32
Peru	.82@	.86
Tolu	.48@	.50
Beeswax, white	.42@	.48
yellow	.37@	.40
Bismuth sub-nitrate	1.13@	
Borax, crystals, carlot, ton	48.00@	58.00
Boric Acid, ton	125.00@	140.00
Calamine	$.16@	.20
Calcium, phosphate	.08@	.08¾
Phosphate, tri-basic	.13@	.15
Camphor	.55@	.61
Castoreum	16.00@	20.00
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Chalk, precip.	.03½@	.06½
Cherry laurel water, djn.	4.75@	5.25
Citric acid	.24@	.24½
Civet, ounce	5.00@	5.50
Clay, Colloidal	.07@	.15
Cocoa butter lump	.15@	.25
Cyclohexanol (Hexalin)	.30@	
Fuller's Earth, ton	15.00@	33.00
Gum Arabic, white	.26@	.28
Amber	.12@	.14
Gum Benzoin, Siam	1.20@	1.45
Sumatra	.25@	.30
Gum galbanum	.90@	1.05
Gum myrhh	.36@	.40
Henna, powd.	.12@	.15
Hydrogen peroxide	.05@	.08
Kaolin	.03@	.05
Labdanum	3.25@	5.00
Lanolin, hydrous	.17@	.20
anhydrous	.20@	.24
Magnesium, Carbonate	.06¾@	.07½
Stearate	.19@	.25
Musk, ounce	15.00@	25.00
Naptha, cleaners, th. cars	.09½@	.10
Oilbanum, tears	.16@	.28
siftings	.08@	.10
Orange flower water, gal.	1.50@	
Orris root, powd.	.13@	.18
Paraffin	.04½@	.07
Petrolatum, white	.07@	.11
Potassium, Carbonate	.14@	.19
83@85%	.05½@	.07
Caustic 88@92%	.07@	.07¾
Hydroxide U.S.P.	.36@	.37
Quince seed	.75@	1.25
Rice starch	.09@	.10
Rose leaves, red	2.10@	2.25
Rose water, djn.	4.75@	5.00
Salicylic acid	.40@	.45
Saponin	1.70@	1.75
Salt, works, ton	14.80@	15.50
Soap, neutral white	.19@	.23
Sodium, Carb. 58% light, 100 pounds	1.35@	2.35
Hydroxide, 76% solid, 100 pounds	2.60@	3.75
Silicate, 40°, drums, works, 100 pounds	.80@	1.20
Spermaceti	.25@	.28
Styrax	.48@	2.00
Sulfur, precip.	.17@	.20
Tartaric acid	24¾@	25¼
Titanium oxide	.20@	.22
Tragacanth, No. 1	3.00@	3.50
Triethanolamine	.45@	.50
Venice turpentine, gal.	.35@	.45
Violet flowers	.95@	1.15
Zinc oxide, U. S. P. bbls.	.09½@	.15
Peroxide	1.10@	1.75
Stearate	.21@	.28

OILS AND FATS

Tallow, N. Y. C. extra	$ .06⅜ @	
Grease white	.06¾ @	.07½
Lard	.09¼ @	.10
Coconut Oil, tanks	.09 @	
Corn Oil, distilled, bbls.	.09¼ @	.09½
Red Oil, distilled, tanks	.08¾ @	.09¾
White, drums	.12⅛ @	.13
Stearic acid Triple pressed	.13¾ @	.14¾
Saponified	.14 @	.15
Castor No. 1, tanks	.09 @	
Coconut, Manila Grade, tanks	.04 @	.04¼
Corn, crude, Midwest mill, tanks	.07	Nominal
Cotton, crude, Southeast, tanks	.06¼ @	
Lard, common No. 1 bbls.	.09¼ @	
Palm, Niger, casks	.04¼ @	
Palm, kernel, tanks	.04½	Nominal
Peanut Refined, barrels	.10	Nominal
Soya beans, mill, tanks	.06½ @	.07
Tallow, acidless, barrels	.09¾ @	
Whale Refined, barrels	.09⅜ @	.09⅝

GLYCERINE

C. P., drums extra	.15½ @	.16
Dynamite, drums extra	.15½ @	.16
Saponification, drums	.09¾ @	.09½
Soap, lye	.08½ @	.09

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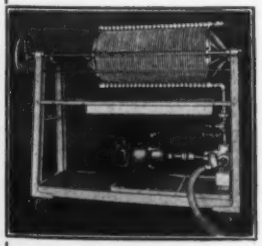
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1—McDonald "Weeks" type Automatic duplex Labeler.
2—World Rotary Automatic Labellers.
1—Alsop Portable Bottle Filler, 3-spout handle, pump and motor.
1—Lilliput Label Gummer, motor driven.
5—Ermold and World semi-automatic Labelers.
1—National MG Powder Filler and Weigher.
1—American automatic Powder Filler and Weigher.
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3—Jacketed closed Glass Lined Kettles, 200, 250, 300 gal.
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1—Colton 2B Gelatin Coating Machine.
3—Colton Dry and Wet Granulators.
1—Karl Kiefer Visco Piston type Jar Filler.
1—World Automatic straight line Duplex Labeler.
2—Pfaudler 200 gal. glass lined storage Tanks; 1—350 gal. agitated.
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As one executive-reader says, "This kind of material is basic and priceless. So factual as to be embarrassing. If it gets the reading it deserves, it ought to cause a revolution in sales training methods." If you use salesmen to sell your product you will want copies of this article. One company has ordered 2,000!

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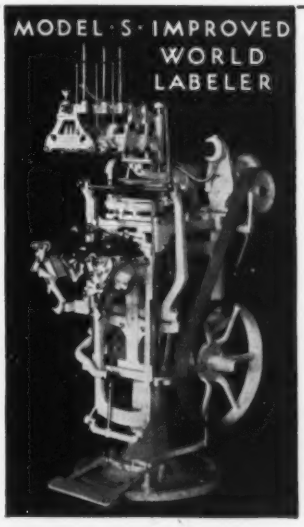
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